

The Household Diary Study

Mail Use & Attitudes in FY 2020



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Executive Summary

This report documents the findings of the United States Postal Service's Household Diary Study (HDS) for Fiscal Year (FY) 2020. The main objectives of the study are to:

- Measure the types and volumes of mail sent and received by U.S. households,
- Track trends in mail usage over time, and
- Compare mail usage by households' demographic characteristics.

The report examines these trends in the context of changes and developments in the wider markets for communications and package delivery.

Background

The Household Diary Study survey, fielded continuously since 1987, aims to collect information on household use of the mail and how that use changes over time. The survey collects household information on demographics, lifestyle, attitudes toward mail and advertising, bill payment behavior, and use of the Internet and other information technologies.

The FY 2020 report covers Government Fiscal Year 2020, with comparisons to 2018, 2019, and other years, as appropriate.

**In FY 2020 households sent or received
81% of all U.S. mail.**

Overview

In 2020, U.S. households received 99.9 billion pieces of mail, and sent 7.0 billion, as seen in Table E.1. Mail sent and received by households constituted 81% of total mail in FY 2020. Fifty-five percent of the mail households received was sent via Marketing Mail. Only 2% (2.5 billion pieces) of household mail was sent between households; the rest was sent between households and non-households.

Table E.1:
Mail Received and Sent by Households
(Millions of Pieces)

Mail Classification	Received	Sent
First-Class Mail	35.3	6.3
Marketing Mail-Regular	43.6	—
Marketing Mail Nonprofit	11.2	—
Periodicals	3.9	—
Package & Shipping Services	5.8	0.7
Total	99.9	7.0
Household to Household	2.5	
Total Mail Received and Sent by Households *	104.4	
FY 2020 RPW Total	129.2	
Non-household to Non-household	24.8	
Unaddressed	0.9	—

Source: HDS Diary Sample, FY 2020.

Note: Totals may not sum due to rounding.

* Total (104.4) is less than received (99.9) plus sent (7.0) because household to household mail (2.5) is included in both categories.

Mail Markets

The Household Diary Study examines mail by the markets it serves. This design cuts across classes, but provides a foundation for understanding mail flows and the marketplace changes that affect them. Table E.2 shows household mail volumes by market for 2018 through 2020.

Correspondence mail volume declined continuously since the early 2000's, falling about 20% just over the last ten years. In 2020 correspondence totaled 14.6 billion pieces, down from 23.5 billion pieces in 2002, accounting for 14% of all mail sent and received by households. Compared to 2019, volume was down 3.4%, after falling 3.8% from 2018 to 2019. The long-term downtrend in correspondence is in large part attributable to changing demographics and the rapid advancement of new technologies. For example, while younger heads of household have traditionally sent and received fewer pieces of correspondence, they also tend to be early adopters of new and faster communication technologies, such as email and social

media. The combination of these factors was a key determinant of the rapid migration by younger population cohorts to the Internet.

Table E.2:
Household Mail Volume Received and Sent by Market Served
(Billions of Pieces)

Market	2018	2019	2020
Correspondence	15.7	15.1	14.6
Transactions	22.4	20.4	19.7
Advertising	75.3	73.2	61.1
Periodicals	4.4	4.2	3.9
Packages	5.3	5.0	6.3
Unclassified	1.9	1.8	1.7
Total	121.0	116.0	104.4

Source: HDS Diary Sample, FY 2018, 2019, and 2020.

Notes:

1. Correspondence and packages exclude double-counted pieces reported as both sent and received by households.

2. Advertising includes 2.8 billion pieces of First-Class advertising-enclosed mail but excluded from total.

3. Package volumes include 0.2 billion pieces of CD/DVD rental reported in First-Class Mail letters in Tables E.1, 1.5, and 1.6.

In 2020, households paid only one-fifth of their bills by mail.

As in the case of correspondence, transaction mail volume was also strongly affected by new, electronic methods that emerged with the Internet. Use of electronic payments spread quickly in the early 2000's and has since surged to account for the majority of household payments. As shown in Table E.3, over the last decade, the share of bills paid electronically increased from 48% in 2010 to 76% in 2020, correspondingly, the share of bills paid by mail to fall from 47% in 2010 to just one-fifth (21%) of total payments in 2020. The share of in-person payments also fell, declining from 5% in 2010 to 3% in 2020.

Table E.3:
Bill Payment Methods

Shares	2010	2020
By Mail	47%	21%
Electronically	48%	76%
In Person	5%	3%
Total Bills Paid	100%	100%

The Internet also influenced traditional ways of delivering bills to households. Initially, after the emergence of the Internet, the pace of migration to electronic billing was relatively slow. Over the last decade, however, as households grew more accustomed conducting online transactions, the pace increased noticeably. Compared to online payments, however, the transition to online billing was significantly slower, in part because households were still reluctant to relinquish hard-copy bills, which they preferred saving for record-keeping. More specifically, over the last ten years, the share of electronic bills increased from 14% in 2010 to 35% in 2020, leaving the majority of bills in the mail-stream. In contrast (as mentioned in the previous paragraph), the share of online payments surged from an already high 48% in 2010 to 76% in 2020. Consequently, only 21% of payments remained the mail stream.

In FY 2020, Marketing Mail volume represented 59% of all mail sent and received by households. As Table E.4 illustrates, 89% of all advertising mail received by households consisted of Marketing Mail (54.8 billion pieces). Another 10% (6.3 billion pieces) consisted of First-Class Mail, either stand-alone advertising (3.5 billion pieces), or advertising-enclosed pieces that are sent along with other matter (2.8 billion pieces). The volume of stand-alone advertising contracted 45% over the past decade. As a share of total advertising, stand-alone First-Class Mail advertising fell from 8% in 2010 to 6% in 2020.

Table E.4:
Advertising by Mail Class

Mail Classification	Volume (Billions)	Percent of Total Advertising
First-Class Advertising	6.3	10%
Marketing Mail-Commercial	43.6	71%
Marketing Mail Nonprofit	11.2	18%
Total Advertising Mail	61.1	100%

Source: HDS Diary Sample, FY 2020.

Note: First-Class Advertising includes 2.8 billion pieces of advertising-enclosed pieces.

As Table E.2 shows, in 2020 households received 3.9 billion periodicals by mail, down from 4.2 billion pieces in 2019 (a 9% decline). According to Table E.5, magazines made up 70% of Periodical mail and newspapers represented another 21%.

Over the past decade, readership and circulation levels dropped rapidly across all categories of periodicals. This loss in volume was mainly the result of households migrating from paper to online publications, which can provide less expensive and often free substitutes of hard-copy content.

Table E.5:
Periodical Type Received

Mail Classification	Volume (Billions)	Percent of Total Periodicals
Magazines	2.7	70%
Newspaper	0.8	21%
Newsletters	0.2	6%
Unclassified	0.1	3%
Total Periodicals	3.9	100%

Source: Household Diary Study, FY 2020.

Note: Totals may not sum due to rounding.

In 2020, households received 5.8 billion packages and sent 0.7 billion, all delivered by the Postal Service (see Table E.6). Compared to 2019, packages sent and received by households rose 28%, driven by a surge in online shopping activities that was generated by store

closures and restrictions on in-person shopping activities to contain the spread of the COVID-19 pandemic.

Table E.6
Packages Received and Sent via the U.S. Postal Service
(Millions of Pieces)

Mail Classification	2020			
	Received		Sent	
	Number	Percent	Number	Percent
First-Class Mail	1,868	32%	290	42%
Expedited	867	15%	254	36%
Ground Parcels and Packages	2,975	51%	126	18%
Unclassified	103	2%	27	4%
Total Packages	5,813	100%	697	100%

Source: HDS Diary Sample, FY 2020.

Notes:

Totals may not sum due to rounding.

Expedited includes Priority Mail and Express Mail.

Chapter 1: Introduction – Volumes & Trends

The United States Postal Service Household Diary Study (HDS) Report documents the findings of the Fiscal Year (FY) 2020 study. The HDS measures the mail sent and received by U.S. households, tracks household mail trends, and compares mail use between different types of households.

The Household Diary Study tracks mail trends by type and by demographic characteristics from over 8,000 households.

The Survey

The Household Diary Study survey, fielded continuously since 1987, aims to collect information on household's use of the mail and how usage changes over time. The survey collects household information on:

- Volumes and types of mail sent and received,
- Demographics,
- Attitudes toward mail and advertising,
- Bill payment behavior, and
- Use of the Internet and other information technologies.

These data are used for market research, forecasting, and strategic planning within the Postal Service.

The Survey Consists of Two Parts:

- 1) An **entry, or recruitment interview**, conducted by phone or Web, collects demographic and attitudinal information from about 8,500 households.
- 2) These households then receive a **mail diary**, which collects information on the mail the household sends and receives in a one-week period. Annually, about 5,200 households complete the diary.

The data generated by these two instruments are the basis of the analysis in this report. The FY 2020 HDS report covers the period from October 2019 through September 2020, equivalent to the Government Fiscal Year (GFY) used by the Postal Service. Data from FY 2018 and FY 2019 are also reported on a GFY basis.

U.S. Postal Service Volumes

(This section reviews all mail volumes processed by the Postal Service, as reported in RPW reports. They include mail to/from households as well as business-to-business mail. All other sections of the report will focus exclusively on household mail.)

Serving a nation containing 5% of the world's population, the Postal Service delivers over 45% of the world's mail, according to the Universal Postal Union. The Postal Service delivered 129.2 billion pieces of mail in FY 2020—a contraction of 13.4 billion pieces (9.4%) from 2019.

In 2020, most mail types were adversely impacted by the extraordinary level of personal and business disruptions caused by the COVID-19 pandemic. This occurred as the Postal Service was already experiencing large volume losses generated by the migration of mail to the Internet. These two factors combined resulted in severe volume contractions that in many cases were unprecedented. Packages, however, experienced a positive trend reversal, as deliveries surged in response to a very strong, pandemic-driven demand for online products. Business closures and severe restrictions on outdoor activities compelled households to turn to online shopping for their purchases, thus boosting package deliveries to record-high levels.

Total Marketing Mail, consisting mostly of advertising materials, plunged 15% in 2020 (down by about 11.5 billion pieces), also a result of the pandemic and its impact on business activities. Also contributing to the lower volumes was the continuing migration of advertising mail to the Internet.

First-Class Mail (FCM) volume fell 4.8% in 2020 (about 2.7 billion pieces). The decline was in large part attributable to the impact of 2020 pandemic on mail usage. The pandemic also accelerated the long-term contraction of correspondence and transaction mail, driven by the migration of mail to the Internet. The latter affected FC Single-Piece letters, cards and payments more significantly than other classes of mail because of the large variety of online tools that can be used to replace the functions of those mail products (e.g.: emails, social media and online bill pay). In total, FCM Single-Piece volume fell 7.9% in 2020, corresponding to a loss of 1.3 billion pieces of mail.

Presort letters and cards (including bills, statements, business correspondence, and advertising mail) fell 2.4% (900 million pieces). For the most part, the decline was a consequence of their continuing migration to the Internet. Since presort mail can only be sent by businesses, the pace of volume runoff reflects the level of their resolve and degree of success in moving customers' accounts and their transactions to the Internet.

The Postal Service publishes the revenues, volumes, and weight of mail pieces going through the postal network in the Revenue, Pieces, and Weight (RPW) Reports. Table 1.1 presents the RPW volumes for FY 2020, including FY 2019 and 2018.

Letters, flats, and parcels are defined as follows:

- **Letters** refer to pieces that are less than 11.5 inches wide by 6.125 inches tall and less than .25 inches thick.
- **Flats** consist of pieces that are greater than 11.5 inches wide, 6.125 inches tall, or .25 inches thick, but less than 12 by 15 by .75 inches.
- **Parcels** are pieces that are larger than 12 by 15 inches, or thicker than 0.75 inches.

Because of the difficulty involved in recording mail-piece characteristics in the Household Diary, these categories do not correspond precisely to the shape categories used by HDS respondents.

Table 1.1:
Total Mail Volume: FY 2018 2019, and 2020
(Billions of Pieces)

	2018	2019	2020
Market Dominant Mail:			
First-Class Mail:			
Single-Piece	17.5	16.5	15.2
Presort	37.9	37.1	36.2
Other	2.1	2	1.5
Total First-Class Mail	57.5	55.6	52.9
Marketing Mail:			
Letters	53.8	53.2	44.9
Flats	23.4	21.8	18.7
Parcels & Other	0.1	0.7	0.6
Total Marketing Mail	77.3	75.7	64.2
Periodicals	5	4.6	4
USPS and Free Mail	0.3	0.3	0.3
Package Services Mail	0.6	0.6	0.6
Total Market Dominant	140.7	136.8	122.0
Competitive Mail:	5.7	5.7	7.1
Total All Mail	146.4	142.6	129.2

Source: RPW Reports.

Note: Totals may not sum due to rounding.

Mail Flows

Mail volume can be broken into four basic flows, based on origin and destination. These flows are:

- 1) Household to household,
- 2) Household to non-household,
- 3) Non-household to household, and
- 4) Non-household to non-household, which is calculated as the residual of total RPW volumes less mail sent and received by households, as determined from HDS surveys.

Tables 1.2 and 1.3 show total volumes for each type of mail flow. Table 1.4 shows pieces per household per week for each flow.

Table 1.2:
Total Domestic Mail Flows
(Billions of Pieces)

Sent By:	Received By:		
	Household	Non-household	Total Originating
Household	2.5	4.5	7.0
Non-household	97.4	24.8	122.2
Total Destinating	99.9	29.3	129.2

Source: HDS Diary Sample, FY 2020.

Note: Totals may not sum due to rounding.

Table 1.3:
Total Domestic Mail Flows

Mail Flows	Billions of Pieces	Percent of Total Mail
Sent by Household	7.0	7%
Received by Household	99.9	77%
Total Household Mail*	104.4	81%
Non-Household to Non-Household	24.8	19%
Total Mail	142.6	100%

*Excludes 2.5 billion pieces sent from household to household

Table 1.4:
Domestic Mail Flows per Household per Week

Sent By:	Received By:	
	Household	Non-household
Household	0.4	0.7
Non-household	14.6	N/A

Source: Household Diary Study, FY 2020.

Household Mail

As shown in Table 1.3, domestic mail to and from households represented 81 percent of total FY 2020 mail volume, equating to 104.4 billion pieces sent and received by U.S. households. Table 1.5 presents the volumes of mail sent and received by households as recorded by HDS surveys, in the categories households used to record their mail. Households received 99.9 billion pieces of mail and sent 7.0 billion. Both of these totals include 2.5 billion pieces of mail that households sent to each other. The total mail received or sent by households in FY 2020 was 104.4 billion pieces.

Table 1.6 presents these data in two other forms, annual volumes per household and pieces per household per week. Many of the subsequent results in this report are presented in terms of pieces per household per week.

Classes and Markets

- **First-Class Mail** is used to send transactional mail, correspondence, and advertising. Because it is limited to pieces weighing thirteen ounces or less, it primarily includes letters and cards.
- **Marketing Mail** is advertising mail. For the most part, Marketing Mail comprises letters and flats, although it contains a few postcards and packages as well.
- **Periodicals** are magazines and newspapers, and are predominantly flat-shaped.
- **Package and Shipping Services** is used to deliver merchandise, books, catalogs, and media. Most of this mail is parcel-shaped.

Table 1.7 crosswalks between classes of mail and the markets they serve.

Table 1.5:
Mail Received and Sent by Households
(Billions of Pieces)

Mail Classification	Received	Sent
First-Class Mail	35.3	6.3
Marketing Mail Regular	43.6	—
Marketing Mail Nonprofit	11.2	—
Periodicals	3.9	—
Packages & Shipping Services	5.8	0.7
Total	99.9	7.0
Household to Household	2.5	
Total Mail Received and Sent by Households	104.4	
FY 2020 RPW Total	129.2	
Non-household to Non-household (Residual)	24.8	
Unaddressed	0.9	—

Source: HDS Diary Sample, FY 2020.

Note: Totals may not sum due to rounding.

Table 1.6:
Pieces Received and Sent per Household

Classification	Annual Pieces per Household	Pieces per Household per Week
Mail Received		
First-Class Mail	275	5.3
Marketing Mail Regular	340	6.5
Marketing Mail Nonprofit	88	1.7
Periodicals	30	0.6
Packages & Shipping Services	45	0.9
Total Mail Received	778	15.0
Mail Sent		
First-Class Mail:	49	0.9
Packages & Shipping Services	5	0.1
Total Mail Sent	54	1.0
Unaddressed	7	0.1

Source: HDS Diary Sample, FY 2020.

Note: Totals may not sum due to rounding.

Table 1.7:
Mail Received and Sent by Households

Class	Market (Billions of Pieces)						
	Correspondence	Transactions	Advertising	Periodicals	Packages	Unclassified	Total
First-Class Mail	14.6	19.7	6.3	—	0.2	1.5	39.4
Marketing Mail	—	—	54.9	—	0		55.0
Periodicals	—	—	—	3.9	—		3.9
Packages & Shipping Services	-	-	-	-	6.1	0.1	6.1
Total Mail Received and Sent by Households	14.6	19.7	61.1	3.9	6.3	1.7	104.4

Source: Household Diary Study, FY 2020

1. Correspondence and Packages exclude double-counted pieces reported as both sent and received by households.

2. Advertising includes 2.8 billion pieces of First-Class advertising-enclosed mail but excluded from total

3. First-Class Packages include 0.2 billion pieces of CD/DVD rentals sent to and received from Netflix and other vendors, reported in First-Class Mail letters in Tables E.1, 1.5, and 1.6.

Note: Totals may not sum due to rounding

Report Organization

The rest of the Household Diary Study report is organized around the markets the mail serves. Each chapter contains an analysis of the trends in the HDS data, as well as a discussion of how those trends affect and are affected by changes in the broader market. The following provides an overview of each chapter.

Chapter 2: Profile of Mail Usage gives an analysis of household demographics. This chapter examines demographic trends over time and their impact on the mail, and discusses attributing factors, such as access to technology and changing attitudes.

Chapter 3: Correspondence examines mail that is used solely or primarily to deliver (non-sales-related) communications, such as letters and greeting cards. This chapter includes analysis of both personal and business correspondence.

Chapter 4: Transactions reviews financial transactions in the mail and the impact of new technologies on that market. It analyzes household bill payment trends with a focus on technological and demographic change.

Chapter 5: Advertising Mail presents the trends in mail used to deliver sales-related messages. It contains information on household attitudes towards advertising by various media, treatment of advertising mail, and demographic determinants of advertising mail receipt.

Chapter 6: Periodicals examines magazines and newspapers delivered in the mail. It looks at how changing demographics are affecting the market for periodicals, and what the implications are for future volume.

Chapter 7: Packages analyzes household use of various types of packages.

In addition, there are three appendices to the report:

Appendix A contains a set of trend tables for major classes and types of mail

Appendix B documents the study methodology and discusses how the data were collected, weighted, and adjusted, and compares demographic data in the sample to that of the population as a whole.

Appendix C contains the instruments used to administer the survey.

Chapter 2: Profile of Mail Usage

Introduction

This chapter provides an overview of demographic trends and other factors affecting mail volume and a very helpful tool when attempting to assess changes in mail volume. The breakouts introduced provide the framework for much of the analyses in subsequent chapters.

The first section looks at growth in mail volume, population, households, and delivery points over recent decades. The next section examines the demographic characteristics of mail users, contrasting higher-mail-volume households with lower-volume households. The third section details the emerging demographic and technological trends that will affect the future of mail. The last section examines some of the factors affecting the use of post offices and mailboxes.

Mail Volume and Demographics

Total U.S. mail volume grew from 110 billion pieces in 1981 to 129.2 billion in 2020, an increase of 17%. This growth was closely related to the rates of both population growth and household formation. Over the same period, according to the U.S. Census Bureau, the adult population grew 45% and the number of households increased about 56%. The number of places to which the Postal Service delivers grew even faster, expanding 65% since 1981 (see the USPS annual reports). As Table 2.1 illustrates, however, volume fell about 2.1% annually since 2001; during the same period, U.S. population growth, household formation, and delivery points all increased about 1% annually. As a result, revenues fell and costs increased, causing the Postal Service to sustain significant financial losses over the last several years.

Between 2001 and 2020 mail volume fell 2% annually while population, household formation, and delivery points increased approximately 1%.

Referring to Table 2.1, the 1980s were a time of extraordinary mail volume growth (4.6% annually) that began in 1978 and continued through 1988. In 1984, mail volume surged, growing more than 10% percent. During this period, technology was a key facilitator of such growth. Construction of computerized databases and techniques for sorting large amounts of data created a fertile climate for direct mail marketing. Computerization of financial systems encouraged billing and payments through the mail. These innovations in business processes were further encouraged by the expansion of postal rate discounts.

The Postal Service introduced work-sharing discounts, encouraging mailers to prepare the mail in ways that reduced total system costs for creating and delivering mail. Mailers could take advantage of these discounts by sorting the mail in advance. The Postal Service would receive the mail presorted to the individual ZIP codes and/or to the carrier routes associated with those ZIP codes.

In the late 1980s and early 1990s, mail volume growth barely kept pace with household growth as demand for mail was hurt by a recession and two very large rate increases.

Table 2.1:
Mail Volume and Demographics
Average Annual Growth, 1981-2020

	1981-1990	1991-2000	2001-2010	2011-2020
Total Mail Volume	4.6%	2.3%	-2.1%	-2.1%
Delivery Points	1.7%	1.5%	1.0%	0.8%
Adult Population	1.5%	1.3%	1.2%	1.2%
Households	1.4%	0.9%	1.2%	1.1%

Source: U.S. Postal Service, U.S. Census Bureau.

The latter half of the 1990s, however, saw a rapid increase in mail volume, spurred by a strong economy and rates that increased by less than inflation. The Postal Service also realigned the incentives built into its price structure. It reduced the incentives mailers had for presorting mail and encouraged them to pre-barcode their mail. By 2002, the majority of letters the

Postal Service received had qualifying barcodes on them. This restructuring of the rates took advantage of the extensive automation of mail preparation and sorting that occurred in the previous decade.

During the 1990s, the U.S. economy rapidly embraced information technology and integrated the Internet into its business processes. An economic recession followed that began in March 2001. The 2001 terrorist attacks on the World Trade Center and the Pentagon led to large-scale disruptions of those mail services dependent on air transport, such as First-Class, Priority, and Express Mail. When air service was restored, Priority Mail was no longer allowed on commercial passenger flights. Soon afterwards, lethal anthrax was sent through the mail, which resulted in five deaths and a number of serious injuries. These terrorist attacks, combined with the economic recession, caused mail volume to fall 2.2% in 2002, which was, at the time, the largest annual decline since World War II. In 2003, Marketing Mail volume recovered to a new high, but total First-Class volume continued to decline. Work-shared First-Class Mail fell for the first time ever. Since 2003, Marketing Mail volume grew along with the economy, reaching new highs and, in 2005, surpassing First-Class Mail volume for the first time. Total First-Class volume continued to decline, in large part due to the diversion of payments, bills, and statements to their electronic substitutes. Additionally, Marketing Mail was increasingly used as a low-cost alternative to First-Class advertising.

The economic recession that began in December 2007 and ended in June 2009 had a severe impact on the mail. Total mail volume fell 12.8 percent in 2009—the largest decline since the Great Depression. In July 2009, the recession was officially over but was followed by a slow recovery that continued into 2020, when the COVID-19 pandemic emerged, causing further damage to mail volumes. Cumulatively, total mail volume fell 15% from 2010 to 2020, driven by severe shrinkage in the volume of both Marketing Mail (-8%) and First-Class Mail (29%).

From the start of the millennium to 2020, total mail volume fell 31%. During that time, the adult population and the number households grew 10% and 8% respectively, contributing to a 17% increase in the number of delivery points served by the USPS.

The Postal Service depends on mail volume growth to fund universal service. As the number of American businesses and households increase, the number of delivery points served grows as well. However, when mail volumes fall, as was the case between 2000 and 2020, the Postal Service's ability to fund delivery service is hindered by the growing costs of delivering fewer mail pieces.

Characteristics of Higher- and Lower-Volume Households

Tables 2.2 and 2.3 illustrate how some household demographic characteristics can drive mail usage more than others. While the volume of mail received appears strongly correlated to income, it does not seem to be influenced by educational attainment.

In Table 2.2 we see that households receiving less than 12 pieces of mail per week earned an average of \$50,287 annually; by contrast, those receiving 36 to 44 pieces per week earned \$102,312 annually. Table 2.3, on the other hand, shows that mail volume was related to college graduates but not as clearly at lower levels of education.

Table 2.2:
Characteristics of Higher- and Lower-Mail-Volume Households

Mail Received (Pieces per Household per week)	Households (Millions)	Median Annual Household Income	Households w/ Internet Access (Percent)	Total Bills Paid (Pieces per Household per week)	Bills Paid by Internet (Pieces per Household per week)	Mail Sent (Pieces per Household per week)
45 or more	2.5	\$90,172	87%	3.0	1.0	3.7
36-44	3.9	\$102,312	92%	3.2	1.1	2.9
30-35	5.9	\$89,176	95%	3.0	1.2	2.5
24-29	11.6	\$90,794	96%	3.0	1.4	1.7
18-23	20.4	\$77,518	95%	2.8	1.3	1.2
12-17	28.7	\$73,848	94%	2.6	1.3	1.1
Less than 12	55.3	\$50,287	93%	2.3	1.2	0.4
Total	128.5	\$68,487	94%	2.6	1.2	1.1

Source: HDS Diary Sample, FY 2020.

Note: Mail received includes USPS and Non-USPS mail.

Table 2.3:
Education of Higher- and Lower-Mail-Volume Households

Mail Received (Pieces per Household per week)	Households (Millions)	Educational Attainment of Head of Household			
		Less than High School	High School Graduate	Some College or Technical School	College Graduate
45 or more	2.5	2%	24%	20%	54%
36-44	3.9	0%	22%	16%	60%
30-35	5.9	6%	20%	21%	53%
24-29	11.6	4%	23%	21%	50%
18-23	20.4	5%	29%	20%	45%
17-Dec	28.7	8%	25%	21%	45%
Less than 12	55.3	8%	26%	22%	43%
Total	128.5	7%	26%	21%	45%

Source: HDS Diary Sample, FY 2020.

Note: Percentages may not total 100 percent due to heads of households who did not answer the educational attainment question.

Percentages in this table are row percentages.

Excludes households not receiving any mail delivery at their home address (using mailbox only).

Demographic Characteristics of U.S. Households

This section presents breakouts of households by demographic categories that can influence the volume of mail sent and received. It looks at both traditional and newly emerging factors. The following chapters will show how mail volume varies with these household characteristics.

Income, Education, and Age

Historically, mail usage has been determined by household income, education, and age. As Table 2.4 shows, in 2020, the relationship between mail volume and income remained unchanged. In most cases, we do see that, at higher levels of income, a greater percentage of households were college graduates. Conversely, at lower end of the income scale, a greater percentage households (54%) were either HS graduates or had less than HS education.

The relationship between income and age, shown in Table 2.5, is somewhat more complicated. Up to retirement, at each income level, household income and age are fairly closely related. After retirement, households earn substantially less than those between

35 and 54 years old. However, by that point, mail behavior is pretty well set, and older households continue to receive similar amounts of advertising and periodicals, and pay similar amounts of bills, even though their income declines.

Table 2.4:
Households by Income and Education
(Percent of Households)

Household Income (Thousands)	Educational Attainment of Head of Household				Total
	Less than High School	High School Graduate	Some College or Technical School	College Graduate	
Under \$35	16%	38%	22%	23%	20%
\$35 to \$65	8%	31%	26%	35%	20%
\$65 to \$100	4%	27%	20%	49%	21%
Over \$100	2%	13%	15%	70%	24%
Don't know/ Refused	4%	21%	24%	44%	15%
Total	7%	26%	21%	45%	100%

Source: HDS Diary Sample, FY 2020.

Notes:

Totals may not sum due to rounding.

Percentages may not total 100 percent due to heads of households who did not answer the educational attainment question.

Table 2.5:
Households by Income and Age
(Percent of Households)

Household Income (Thousands)	Age of Head of Household				Total
	Under 35	35 to 54	Over 55	Don't Know/ Refused	
Under \$35	24%	23%	54%	0%	20%
\$35 to \$65	22%	28%	50%	0%	20%
\$65 to \$100	21%	36%	43%	0%	21%
Over \$100	16%	47%	37%	0%	24%
Don't know/ Refused	15%	25%	53%	7%	15%
Total	19%	33%	47%	1%	100%

Source: HDS Diary Sample, FY 2020.

Note: Totals may not sum due to rounding.

Household Size

The majority of U.S. households include either one or two adults, but households with three or more adults make up 17% of the total (Table 2.6). Once considered the norm, families with two adults and at least one child now account for just 14% of households with

children (Table 2.7). Over the years, the changing composition of households impacted the amount and kinds of mail they sent and received, thus generating more and different kinds of advertising mail, as well as affecting transaction mail trends (bills tend to be tied to households as much as to individuals).

Table 2.6:
Households by Number of Adults
(Millions of Households)

Number of Adults	
One	33.2
Two	73.5
Three or more	21.7
Total Households	128.5

Source: HDS Diary Sample, FY 2020.

Note: Totals may not sum due to rounding.

Table 2.7:
Households by Size
(Millions of Households)

Household Size	
One person	29.7
Two	54.0
Three	18.4
Four	15.2
Five or more	11.1
Total Households	128.5

Source: HDS Diary Sample, FY 2020.

Note: Total may not sum due to rounding.

Internet Access

Access to the Internet has a large and growing impact on mail usage. Bills, statements and, to a lesser extent, bill payments still represent a significant component of pieces sent and received by households. However, electronic activity in this area is diverting mail once used for these purposes. On the positive side, online shopping adds a growing number of package deliveries to the Postal Service mail stream.

Table 2.8 shows that 92% of US households have Internet access and almost all of those households now have Broadband access. The highest levels of Internet and Broadband access are now in almost all households with incomes over \$100,000 (each with 99%), as seen in Figure 2.1a. In comparison, households with incomes below \$35,000 are slightly less likely to have access to the Internet via either Dial-Up or Broadband (83% and 80%, respectively).

Table 2.8:
Households by Type of Internet Access
(Millions of Households)

Type of Internet Access	
Broadband	118.1
Dial-up	0.6
None	7.5
Others	2.2
Total Households	128.5

Source: HDS Diary Sample, FY 2020.

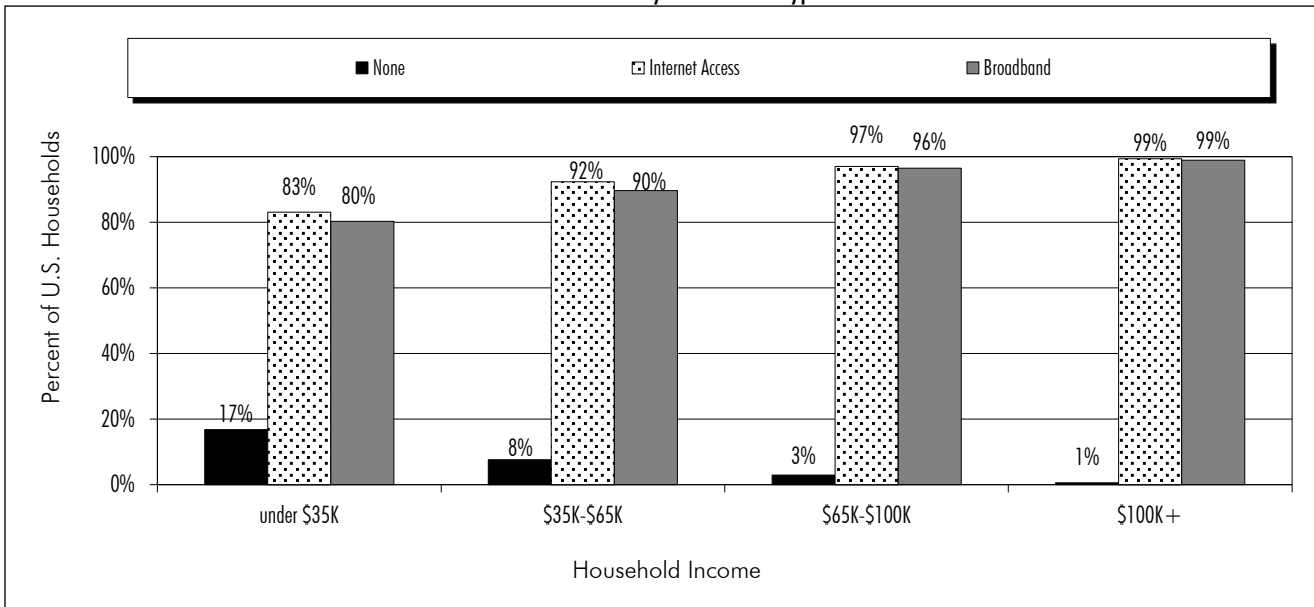
Note: Totals may not sum due to rounding.

Others category include respondents with internet access but did not specify the type, missing answers and don't know/refuse answer.

According to Figure 2.1b, age is also an important determinant of households' Internet access. Almost all younger households (heads of households younger than 35 years old) have access to both the Internet and Broadband (99% and 97%, respectively). On the other hand, close to 20% of older heads of household (over 55) are still disconnected from either Dial-up or Broadband (86% and 83%, respectively).

In Figure 2.2 we see that Internet access expanded rapidly since the early 2000's and, in doing so, has greatly widened the scope of electronic diversion of the mail. The enormous growth in Internet speeds has transformed it into a very strong medium for the delivery of entertainment, information, and communications. Given that the vast majority of households are now using Broadband, we can expect that more bill payments, bill and statement presentment, periodicals, and even advertising mail, will be diverted from the mail stream to other electronic channels.

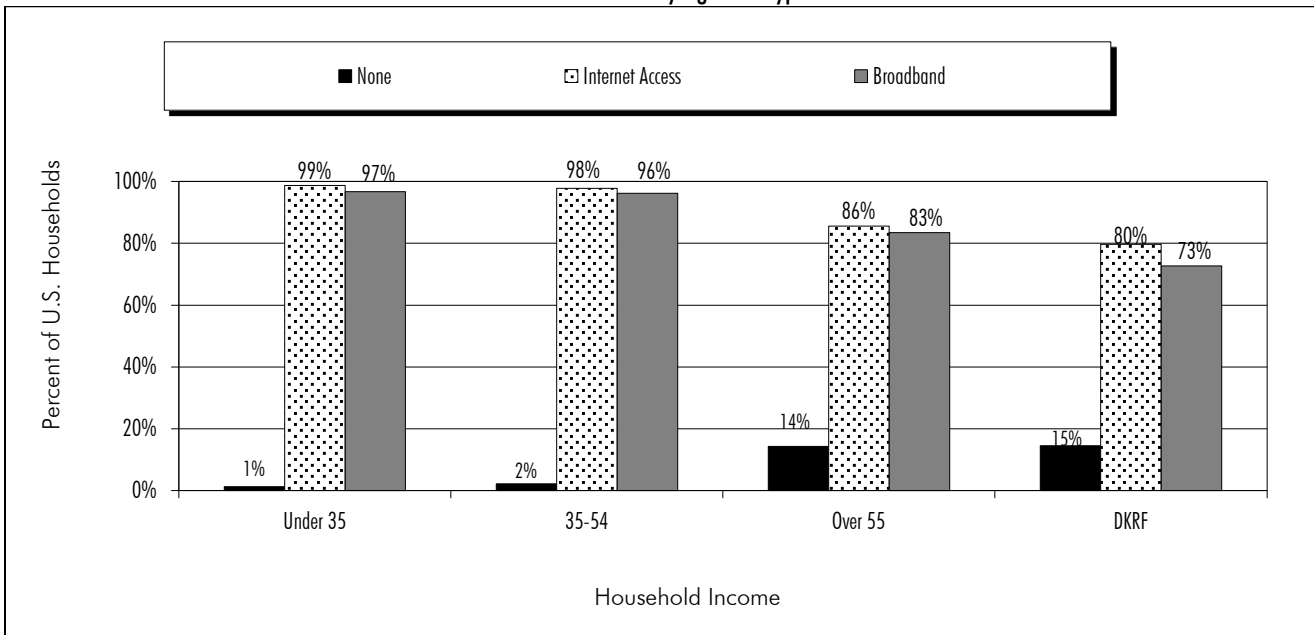
Figure 2.1a:
Internet Access by Income and Type



Source: HDS Recruitment Data, FY 2020.

Note: Sum of Internet Access and None does not equal 100 percent due to missing responses and access outside the home only.

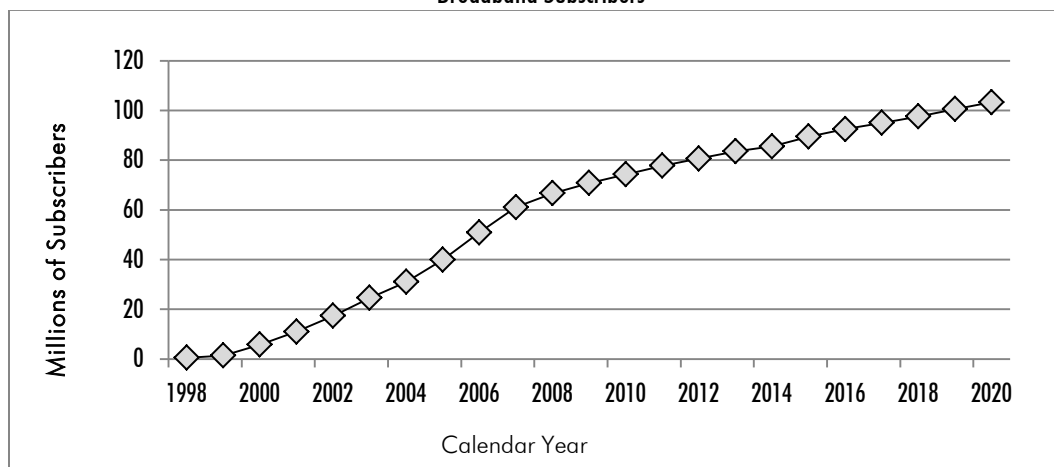
Figure 2.1b:
Internet Access by Age and Type



Source: HDS Recruitment Data, FY 2020.

Note: Sum of Internet Access and None does not equal 100 percent due to missing responses and access outside the home only.

Figure 2.2:
Broadband Subscribers



Source: Leichtman Research Group.

Use of the Post Office

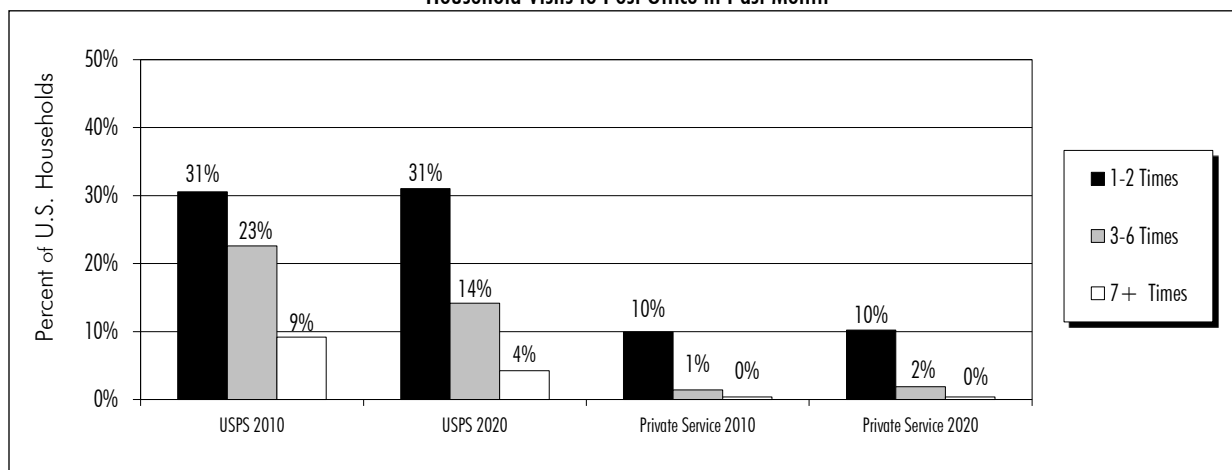
The Postal Service currently owns and operates 34,451 post office locations (including branches) throughout the U.S.

As shown in Figure 2.3, in spite of a declining frequency of visits over the past several years, the use of post offices for mailing services continues to dominate the mail service industry. Forty nine percent of all U.S. households patronized a post office at least once monthly in 2020, while just 12% visited a private mailing company. Over 18% of all households in the U.S. visited the post office three or more times a month.

Even with the growing availability of alternatives to mail products and services, in-person visits to postal facilities remain strong.

A rented mailbox is one alternative that households use to manage their mail. In 2020, 3.2% of all households in the U.S. rented mailboxes from the Postal Service, compared to 0.8% that rented a box from a private company. Post office box use, however, has declined since the start of the millennium. Only 3% of U.S. households rented a post office box from the Postal Service in 2020, compared to 10% reported for 2001.

Figure 2.3:
Household Visits to Post Office in Past Month



Source: HDS Recruitment Data, FY 2010 and 2020

Chapter 3: Correspondence

Introduction

This chapter examines correspondence mail among households and between households and businesses, including letters, greeting cards, invitations, and announcements. In several cases, this chapter, and several following it, examines comparisons in data between 2018 and 2020, providing an illustration of mail trends over time.

Correspondence Mail Volume

Total correspondence sent and received represents about 14.0% of all household mail (see Table E.2). Table 3.1 provides a summary of recent trends in correspondence mail by sector. Between 2018 and 2020, total correspondence fell 7.1%, mostly due to a 23.4% plunge in personal correspondence. The latter took place mostly from 2019 to 2020, when the COVID-19 pandemic emerged, drastically transforming the way most people communicated and, in turn, causing personal correspondence to plummet 18% in just one year. This large volume contraction was very likely related to extended in-home

confinements and other restrictions that limited regular contact with others. Unable to socialize in person, many individuals probably resorted to extensive use of emails and social media to stay in touch with family and friends, setting aside letter or greeting card exchanges for busier times.

Personal correspondence was also affected by the ongoing, long-term outflow of mail the Internet. The latter stemmed from competition generated by an ever-changing landscape of communication technologies, which led to mass substitutions of hard-copy correspondence to electronic alternatives to connect with others. Online services, such as e-mails and social networks, provided strong incentives for individuals to switch to faster and easy to use tools to communicate with friends, family and others. Such advances in technology completely changed the marketplace and continue to have a strong influence on the use of correspondence mail today.

Table 3.1:
First-Class Correspondence Mail Sent and Received by Sector

Sector	Volume (Millions of Pieces)			Change, 2018-2020
	2018	2019	2020	
Household to household	3,061	2,803	2,345	-23.4%
Non-household to household	11,714	11,300	11,276	-3.7%
Household to non-household	901	973	946	5.1%
Total	15,675	15,076	14,568	-7.1%
Sector	Pieces per Household per Week			Share of 2020 Total
	2018	2019	2020	
Household to household	0.5	0.4	0.4	16.1%
Non-household to household	1.8	1.7	1.7	77.4%
Household to non-household	0.1	0.1	0.1	6.5%
Total	2.4	2.3	2.2	100%

Source: HDS Diary Sample, FY 2018, 2019 and 2020.

Notes: Totals may not sum due to rounding.

Correspondence Mail and Household Characteristics

The following tables categorize correspondence mail sent and received by households according to the demographic characteristics developed in Chapter 2.

Income, Education, and Age

Tables 3.2 and 3.3 show that both household income and educational attainment have a strong influence on the volume of correspondence sent and received by

households. In most cases, households with higher incomes or higher levels of education received and sent significantly more correspondence mail than those at the other end of each spectrum. These relationships are more evident when measured against household income than against educational levels.

Table 3.2:
Correspondence Mail Received by Income and Education
(Pieces per Household per Week)

Household Income (Thousands)	Educational Attainment of Head of Household				Average
	Less than High School	High School Graduate	Some College or Technical School	College Graduate	
Under \$35	2.0	1.5	1.5	1.5	1.6
\$35 to \$65	1.9	2.1	1.9	1.7	1.9
\$65 to \$100	3.5	2.1	2.0	2.2	2.2
Over \$100	1.7	2.3	2.3	2.4	2.4
Average	2.0	1.9	1.9	2.2	2.0

Table 3.3:
Correspondence Mail Sent by Income and Education
(Pieces per Household per Week)

Household Income (Thousands)	Educational Attainment of Head of Household				Average
	Less than High School	High School Graduate	Some College or Technical School	College Graduate	
Under \$35	.4	.3	.3	.4	.3
\$35 to \$65	.2	.4	.4	.4	.4
\$65 to \$100	.7	.5	.5	.6	.6
Over \$100	.3	.4	.6	.7	.6
Average	.3	.4	.4	.6	.5

Source: HDS Diary Sample, FY 2020.
Note: Excludes Don't Know/Refused.

Tables 3.4 and 3.5 illustrate that age is a strong determinant of households' use of correspondence mail. Irrespective of their income, younger households received fewer pieces of correspondence mail. Young

adults have traditionally sent and received less mail than older adults; the Internet apparently widened the gap between age groups even further.

Table 3.4:
Correspondence Mail Received by Income and Age
(Pieces per Household per Week)

Household Income (Thousands)	Age of Head of Household			Average
	Under 34	35 to 54	Over 55	
Under \$35	1.2	1.4	1.8	1.6
\$35 to \$65	1.3	1.7	2.3	1.9
\$65 to \$100	1.5	1.9	2.7	2.2
Over \$100	1.7	2.1	3.0	2.4
Average	1.4	1.9	2.4	2.0

Source: HDS Diary Sample, FY 2020.

Table 3.5:
Correspondence Mail Sent by Income and Age
(Pieces per Household per Week)

Household Income (Thousands)	Age of Head of Household			Average
	Under 34	35 to 54	Over 55	
Under \$35	.2	.2	.5	.3
\$35 to \$65	.2	.4	.5	.4
\$65 to \$100	.5	.4	.7	.6
Over \$100	.5	.5	.8	.6
Average	.3	.4	.6	.5

Source: HDS Diary Sample, FY 2020.

Household Size

As would be expected, household size had a positive effect on the volume of correspondence mail sent and received. In Tables 3.6 and 3.7, the jump from one to two persons is associated with a considerable increase in correspondence mail use. Further increases in size, however, had no discernible impact. In Table 3.7, however, we do see that increases in correspondence related to household size were generally driven by the presence of additional adults in the household.

Table 3.6:
Correspondence Mail Received and Sent
by Household Size
(Pieces per Household per Week)

Household Size	Received	Sent
One person	1.5	.4
Two	2.2	.6
Three	2.2	.5
Four	2.2	.4
Five or more	2.3	.4
Total	2.0	.5

Source: HDS Diary Sample, FY 2020.

Table 3.7:
Correspondence Mail Received and Sent
by Number of Adults in Household
(Pieces per Household per Week)

Number of Adults	Received	Sent
One	1.4	.4
Two	2.1	.5
Three or more	2.6	.5
Average	2.0	.5

Source: HDS Diary Sample, FY 2020.

Table 3.8:
Correspondence Mail Received and Sent by Type of Internet Access
(Pieces per Household per Week)

Type of Internet Access	Received	Sent
Broadband	2.1	.5
Dial-up	2.6	.4
None	1.8	.6
Others	2.2	.6
Average	2.0	.5

Source: HDS Diary Sample, FY 2020.

Table 3.9:
Income and Education by Type of Internet Access

Type of Internet Access	Median Income	% w/ College Degree
Broadband	72,184	47%
Dial-up	43,380	33%
None	30,057	17%
Others	41,481	26%

Source: HDS Diary Sample, FY 2020.

Internet Access

As illustrated in Table 3.8, households with Internet access received significantly more correspondence than households without such service. The explanation for this result lies in the strong relationship that both income and educational attainment have with the presence of an Internet connection in the home. As Table 3.9 shows, households with Internet access have substantially more income and education than those without a connection.

With respect to correspondence mail sent by households, Table 3.8 does not indicate a clear impact of Internet access on volumes.

Personal Correspondence

In FY 2020, households sent and received 0.4 pieces of personal correspondence mail per week, a decrease of about 20% from 2018. Table 3.10 details volumes by type of correspondence. Growth in personal letters was far outweighed by sharp declines in greeting cards and invitations/announcements. In large part, these

findings highlight the strength of the effect that Internet had on more traditional, person-to-person communications. The continuing rise of new technologies (e.g.: social networks, e-mails and e-cards) constantly changed the way friends and family communicate, leading to an unprecedented exchange from written correspondence to online alternatives.

Table 3.10:
Personal Correspondence Sent and Received

Correspondence Type	Volume (Millions of Pieces)			Change, 2018-2020
	2018	2019	2020	
Personal Letters	436	464	499	14.5%
Holiday Greeting Cards	1,332	1,170	634	-52.4%
Non-Holiday Greeting Cards	989	797	925	-6.5%
Invitations/Announcements	297	315	238	-19.8%
Other Personal	8	57	50	528.9%
Total	3,061	2,803	2,345	-23.4%
Correspondence Type	Pieces per Household per Week			Share of 2020 Total
	2018	2019	2020	
Personal Letters	.1	.1	.1	21.3%
Holiday Greeting Cards	.2	.2	.1	27.0%
Non-Holiday Greeting Cards	.1	.1	.1	39.4%
Invitations / Announcements	.0	.0	.0	10.1%
Other Personal	.0	.0	.0	2.1%
Total	.5	.4	.4	100.0%

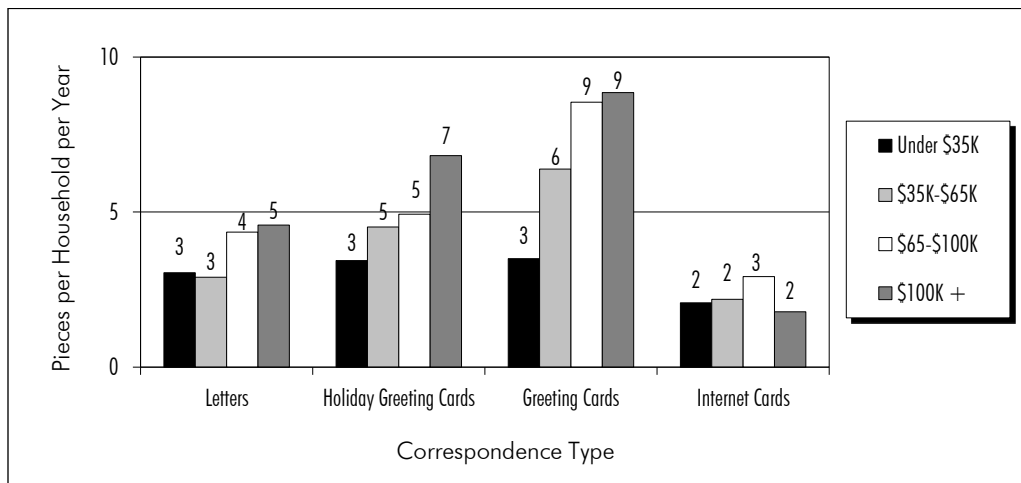
Source: HDS Diary Sample, FY 2018, 2019 and 2020.

Note: Totals may not sum due to rounding

Figure 3.1 illustrates how the various categories of personal correspondence are impacted by income. The number of greeting cards (both Holiday and non-Holiday) sent by households shows a strong correlation with income. The relationship between the number of letters sent and income is not as strong at lower levels of income, but it does increase as income increases.

The largest disparity between high- and low-income households is in the volume of non-holiday greeting cards sent. Households with incomes over \$100,000 sent an average of 9 cards in FY 2020, while households with incomes lower than \$35,000 sent only 3 cards annually. Internet card use remained relatively low for several years and it seems relatively unaffected by the amount of household income.

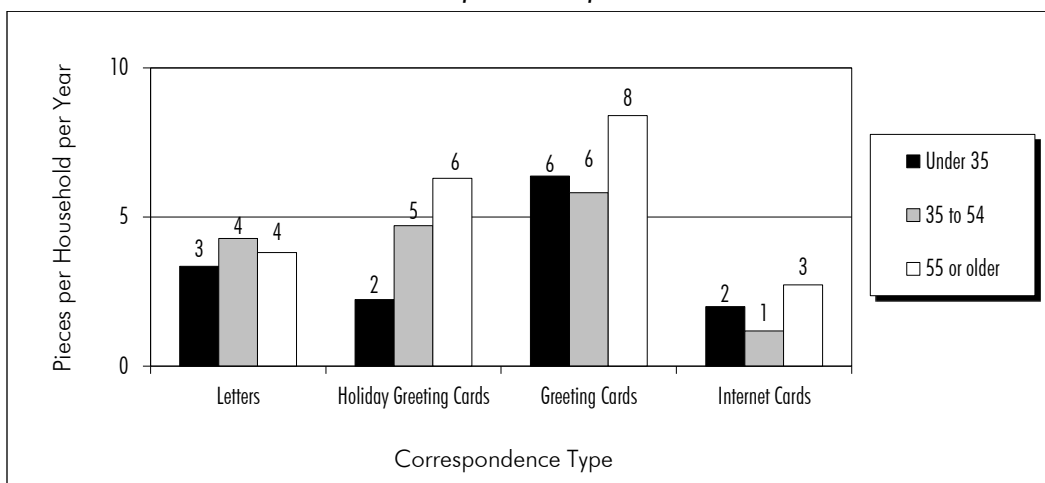
Figure 3.1:
Personal Correspondence Sent by Income Group
(Pieces per Household per Year)



Source: HDS Diary Sample, FY 2020.

In Figure 3.2, the number of greeting cards sent seems to follow a pattern where the number of greeting cards sent grows as the age of the head of household increases. The relationship is particularly strong when heads of household are over 55 years old. Neither letters nor Internet cards appear to be affected by age.

Figure 3.2:
Personal Correspondence Sent by Age Cohort
(Pieces per Household per Year)



Source: HDS Diary Sample, FY 2020.

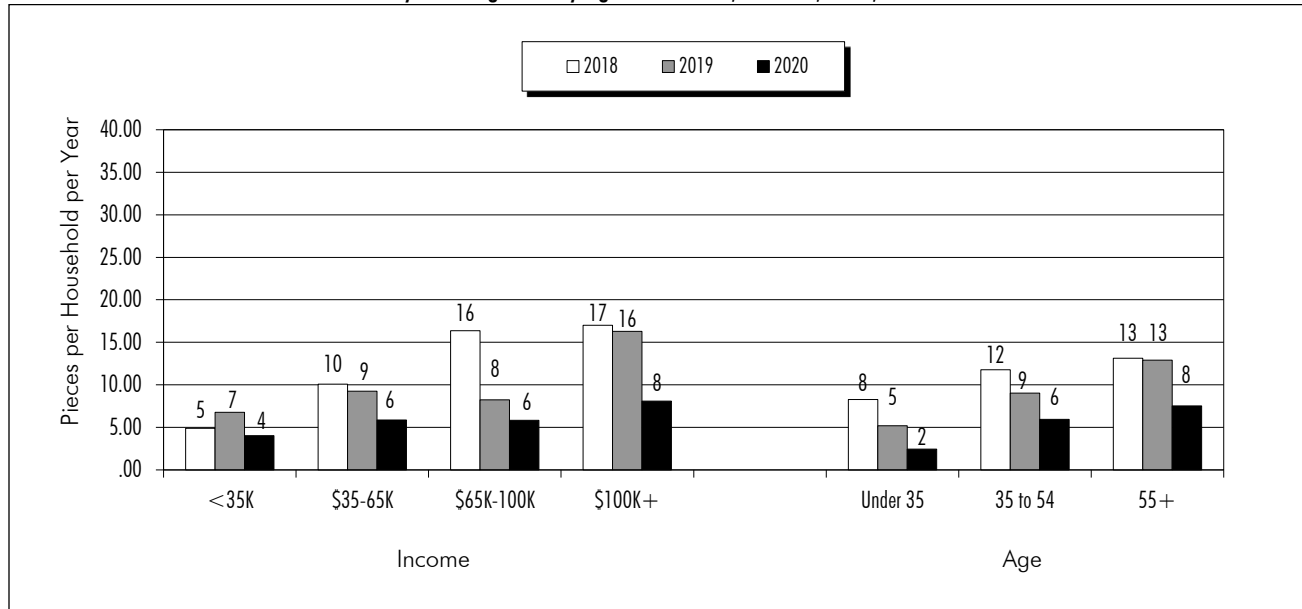
Figure 3.3 shows the effects of income and age on Holiday greeting cards sent over the most recent three-year period. In FY 2020, as in prior years, higher-income households sent more greeting cards than

those with lower incomes. However, cards sent by households with incomes greater than \$100,000 also show the largest decline from 2019 to 2020.

When examined by age, the number of Holiday greeting cards sent by households declined sharply from FY 2019, regardless of age. As would be expected, younger heads of household sent the fewest

number of cards. In 2020, they only sent one-fourth the number of cards sent by heads of household over 55; this difference was not as pronounced in prior years.

Figure 3.3:
Holiday Greetings Sent by Age and Income, FY 2018, 2019, and 2020



Source: HDS Diary data, Diary Sample only, FY 2018, 2019, and 2020.

In Table 3.11, Internet access shows a negative correlation with the volume of personal correspondence sent. Households with Internet access are likely to make more frequent use of emails and social networking and consequently send fewer letters and cards. In 2020, households with Internet access sent 0.31 pieces of personal correspondence per week, 9% fewer pieces than the number sent by households without access (0.34). The largest difference was found in the number of Holiday greeting cards sent, possibly to avoid paying the high cost of individual cards.

Table 3.11:
Personal Correspondence by Type of Internet Access
(Pieces per Household per Week)

Correspondence Type	No Internet Access	Internet Access
Personal Letters	.08	.07
Holiday Greeting Cards	.12	.09
Non-Holiday Greeting Cards	.15	.14
Total	.34	.31

Source: HDS Diary Sample FY 2020

Business Correspondence

This section examines the use and types of correspondence mailed between households and non-households (primarily businesses but also government and social organizations). In addition to correspondence mail, households and businesses also exchange bills, payments, and advertising materials. These topics are discussed in detail in Chapters 4 (for transactions mail) and chapter 5 (for advertising mail). Table 3.12 outlines business correspondence volumes by type sent and received by households from 2018 through 2020. The 2020 volume of business correspondence received by households fell 3.7% over the three-year period; business correspondence sent by households, on the other hand, increased 5.1%.

According to Table 3.1 above, correspondence received from the non-household sector accounted for about 77% percent of all correspondence (personal and business) sent and received by households.

Within business and government correspondence, invitations and announcements received in 2020 were by far the largest individual category, with about 44 percent of total volume. Other Business/Government, representing about 54% of the volume, includes several smaller categories of correspondence mail, such as: tax-related and DMV documents, and Social Security correspondence. Announcements and

invitations are also the main component for social correspondence received by households, and represent about 44% of total social correspondence received. Other social correspondence consists mostly of political materials, newsletters and greeting cards.

Table 3.12:
Business Correspondence Type (Sent and Received) by Sector (Millions of Pieces)

Business Correspondence Type	2018	2019	2020	Change, 2018-2020
Business/Government/Social Received by Households				
Invitation/Announcement	4,767	4,546	4,492	-5.8%
Holiday Greeting from Business	313	262	240	-23.4%
Other Business/Government	5,654	5,488	5,545	-1.9%
Total Business/Government Received	10,735	10,297	10,277	-4.3%
Announcement	512	511	436	-15.0%
Other Social	467	492	564	20.8%
Total Social Received	979	1,003	999	2.1%
Total Received	11,714	11,300	11,276	-3.7%
Business/Government/Social Sent from Households				
Inquiry	39	44	43	11.5%
Other Business/Government	732	772	738	0.8%
Total Business/Government Sent	771	816	781	1.4%
Letter	18	23	51	182.5%
Inquiry	3	9	1	-60.1%
Other Social	109	126	113	3.4%
Total Social Sent (Social includes social, political & nonprofit.)	130	158	165	27.0%
Total Sent	901	973	946	5.1%

Source: HDS Diary Sample, FY 2018, 2019 and 2020.

Notes: Totals may not sum due to rounding

Chapter 4: Transactions

Introduction

This chapter examines the volumes and types of transaction mail sent and received by households. Transaction categories include: bills, statements, payments, donations, rebates, and other minor categories.

Transaction Mail

Transactions sent and received represented 19% of all household mail volumes (see Table E.2) and 50% of all First-Class Mail sent and received by households; as such, they represent a major component of the mail stream.

As Table 4.1 illustrates, between 2018 and 2020, total transaction mail sent and received by households fell 12.2%. Most categories contributed to the decline, in large part driven by the migration of transactions from the mail to the Internet. In the early 2000's the Internet emerged as a convenient and inexpensive way to execute transactions previously conducted only by mail or in person. Though many businesses use electronic funds transfer (EFT) or other electronic technologies to settle transactions, a significant percentage of households choose to continue receiving

hard-copy bills and statements for record keeping. However, data shows that in recent years households have gradually become more accustomed to using the Internet for transactions that were previously conducted exclusively by mail - including billing.

Household payments began migrating to the Internet several years prior to billing and, consequently, it experienced a much more rapid and steeper impact on volumes. Online payments became popular soon after the emergence of the Internet, providing easy to use and convenient alternatives to writing and mailing checks. In addition, in recent years, some innovations made online payments even more convenient (for example, the capability to make payments by mobile phone), providing more incentives for individuals to further reducing move to the Internet. As Table 4.1 shows, payments fell 20.4% between 2018 and 2020, a sharp decrease in volume, significantly greater than seen in the other type of transaction mail. Table 4.1 also illustrates the disparity between the volumes of bills received and bills paid by households. In FY 2020, payments were less than one quarter of the volume of bills received as the majority of payments were made electronically.

Table 4.1:
Transactions Mail Sent and Received

Transaction Type	Volume (Millions of Pieces)			Change, 2018-2020
	2018	2019	2020	
Business				
Bills	12,445	11,301	10,535	-15.3%
Bill Payments	3,100	2,784	2,467	-20.4%
Statements	3,931	3,741	3,871	-1.5%
Payments (to HH)	740	745	807	9.0%
Orders	157	143	169	7.5%
Rebates	134	98	124	-7.4%
Other Transactions	789	612	660	-16.4%
Total Business	21,296	19,424	18,633	-12.5%
Social/Charitable				
Request for Donation	547	482	515	-5.9%
Donations	251	247	304	21.2%
Bills	81	67	58	-28.1%
Confirmations	229	186	159	-30.8%
Total Social/Charitable	1,108	981	1,036	-6.5%
Total Transactions	22,405	20,404	19,669	-12.2%

Table 4.1:
Transactions Mail Sent and Received (cont.)

Transaction Type	Pieces per Household per Week			Share 2020
	2018	2019	2020	
Business				
Bills	1.9	1.7	1.6	53.6%
Bill Payments	0.5	0.4	0.4	12.5%
Statements	0.6	0.6	0.6	19.7%
Payments (to HH)	0.1	0.1	0.1	4.1%
Orders	0.02	0.02	0.03	0.9%
Rebates	0.02	0.01	0.02	0.6%
Other Transactions	0.1	0.1	0.1	3.4%
Total Business	3.2	2.9	2.8	94.7%
Social/Charitable				
Request for Donation	0.1	0.1	0.1	2.6%
Donations	0.0	0.04	0.05	1.5%
Bills	0.01	0.01	0.01	0.3%
Confirmations	0.03	0.03	0.02	0.8%
Total Social/Charitable	0.2	0.1	0.2	5.3%
Total Transactions	3.4	3.1	2.9	100.0%

Source: HDS Diary Sample, FY 2018, 2019 and 2020.

Transaction Mail and Household Characteristics

The following tables examine transactions mail sent and received by households based on the demographic characteristics outlined in Chapter 2.

Income, Education, and Age

As shown in Tables 4.2 and 4.3, in most cases, household income was shown to have a direct relationship with the volume of transaction mail received. Educational attainment, however, had no discernible effect on volume.

In general, higher-income households are more likely to be Internet users and recipients of

electronic billing. However, higher income households also have more financial accounts which, in turn, generate more bills and statements, creating more transaction mail than lower income households (Table 4.2).

As we look at transaction mail sent by households, neither income nor education seem to have a measurable impact on volumes (Table 4.3). While higher income households are inclined to have more financial accounts and more bills to pay, they are also likely to have greater access to the Internet and pay at least some portion of their bills online. In net, the positive impact of higher income and the negative impact of a portion of payments being made electronically tend to offset each other, leaving the volume of payments by mail relatively unaffected.

Table 4.2:
Transactions Mail Received by Income and Education
(Pieces per Household per Week)

Household Income (Thousands)	Educational Attainment of Head of Household				Average
	Less than High School	High School Graduate	Some College or Technical School	College Graduate	
Under \$35	2.6	1.9	1.7	1.4	1.8
\$35 to \$65	2.4	2.7	2.2	2.1	2.3
\$65 to \$100	4.0	3.5	3.1	2.4	2.9
Over \$100	1.8	3.3	3.2	2.6	2.8
Average	2.6	2.7	2.6	2.4	2.5

Source: HDS Diary Sample, FY 2020.

Table 4.3:
Transactions Mail Sent by Income and Education
(Pieces per Household per Week)

Household Income (Thousands)	Educational Attainment of Head of Household				Average
	Less than High School	High School Graduate	Some College or Technical School	College Graduate	
Under \$35	0.6	0.5	0.3	0.3	0.4
\$35 to \$65	0.4	0.6	0.4	0.4	0.5
\$65 to \$100	0.6	0.3	0.4	0.5	0.4
Over \$100	0.2	0.5	0.3	0.4	0.4
Average	0.5	0.5	0.4	0.4	0.4

Source: HDS Diary Sample, FY 2020.

Tables 4.4 and 4.5 show that age has a greater influence on the volume of transaction mail sent and received than other demographic characteristics. Across all income categories, younger heads of household sent and received fewer transaction mail pieces. In part, this is because younger individuals are less likely to own a home and usually have fewer insurance policies, investments, and the like. However, it is also the case that younger heads of household are more active users of electronic alternatives for traditionally mail-based transactions. This is particularly evident with transactions mail (primarily bill payments) sent by heads of household under 35 years old, as they mailed just 15% of all transaction mail sent by households.

Table 4.4:
Transactions Mail Received by Income and Age
(Pieces per Household per Week)

Household Income (Thousands)	Age of Head of Household			Average
	Under 35	35 to 54	Over 55	
Under \$35	1.0	1.9	2.2	1.8
\$35 to \$65	1.1	1.9	3.0	2.3
\$65 to \$100	1.5	3.0	3.5	2.9
Over \$100	1.2	2.5	3.8	2.8
Average	1.2	2.4	3.1	2.5

Source: HDS Diary Sample, FY 2020.

Table 4.5:
Transactions Mail Sent by Income and Age
(Pieces per Household per Week)

Household Income (Thousands)	Age of Head of Household			Average
	Under 35	35 to 54	Over 55	
Under \$35	0.0	0.3	0.7	0.4
\$35 to \$65	0.1	0.2	0.8	0.5
\$65 to \$100	0.1	0.2	0.8	0.4
Over \$100	0.1	0.2	0.7	0.4
Average	0.1	0.2	0.7	0.4

Source: HDS Diary Sample, FY 2020.

Household Size

In terms of household size, Table 4.6 shows that an increase from a one-person household to two-person household adds 37% (0.7 pieces) more transaction mail received per week and 50% (0.2 pieces) more pieces of mail sent; per week. However, larger household sizes have a negligible impact on volume.

Across all income categories, heads of household under 35 mailed less than 15% of all transaction mail sent by households.

Table 4.6:
Transactions Mail Received and Sent by Household Size
(Pieces per Household per Week)

Household Size	Received	Sent
One person	1.9	.4
Two	2.6	.6
Three	2.7	.4
Four	2.9	.4
Five or more	2.7	.2
Average	2.5	.4

Source: HDS Diary Sample, FY 2020.

With respect to transactions mail received, Table 4.7 shows that each additional adult adds almost one piece of mail received per week. Additional adults, however, do not generate additional pieces of mail sent.

Table 4.7:
Transactions Mail Received and Sent
by Number of Adults in Household
(Pieces per Household per Week)

Number of Adults in Household	Received	Sent
One	1.8	.4
Two	2.6	.5
Three or more	3.4	.5
Average	2.5	.4

Source: HDS Diary Sample, FY 2020.

Internet Access

As shown in Table 4.8, households with Internet access received less transaction mail than those without access. As expected, households with Internet access receive some of their bills and statements online, which reduces the volume received by mail.

Similar to transactions received, household with Internet access sent significantly fewer pieces of transaction mail than households without access. The convenience of the Internet is usually a strong motivator for conducting at least some transactions online, reducing the number of payments that would have been made by mail. Lower income households, however, often do not have access to the Internet (see Table 4.9), and can only conduct their transactions by mail.

Table 4.8:
Transactions Mail Received and Sent by Internet Access
(Pieces per Household per Week)

Type of Internet Access	Received	Sent
Broadband	2.5	.4
Dial-up	3.0	1.2
None	2.6	.8
Others	2.5	.4
Average	2.5	.4

Source: HDS Diary Sample, FY 2020.

Table 4.9:
Income and Education by Type of Internet Access

Type of Internet Access	Median Income	% w/ College Degree
Broadband	72,184	47%
Dial-up	43,380	33%
None	30,057	17%
Others	41,481	26%

Source: HDS Diary Sample, FY 2020.

Bill Payments

As mentioned earlier, households have a variety of way to make payments. Historically, bills were paid by mail, in person, by phone. However, the Internet and other technologies have provided many new and faster ways to pay bills. In recent years, electronic payments have become the predominant method chosen by households; they include PCs, mobile phones, automatic deductions from bank and credit card accounts, and payments by phone.

The Household Diary Study measures the volume of payments households make, for each of major methods used by households. Table 4.10 shows five-year changes (2015 to 2020) in the number of bills paid by method and in the percentage of households using each method. In 2020, only 55% of

households reported paying at least one bill by mail; in contrast, 90% reported making at least one payment electronically. In terms of volume, 21% of household bills were paid by mail (the lowest percentage to-date); 76% were paid electronically. Looking at the main electronic methods, Internet payments (including PC's and mobile phones) were the most commonly used electronic method, accounting for 48% of all household payments, with as many as 75% of households reported making at least one payment by Internet. Automatic deductions from bank accounts ranked second, accounting for another 18% of payments and used at least once by 60% of households.

Table 4.10 also indicates that in 2020 households paid 129% more bills by Internet (5.5 pieces) than by mail (2.4 pieces). Furthermore, more payments were made by Internet (5.5 pieces) than by all other electronic methods combined (3.4 pieces). Comparing to 2015, households paid 38% fewer bills by mail in 2020 (2.4 monthly bills in 2020 vs. 3.9 in 2015).

In 2020, the share of online payments more than doubled the share paid by mail.

Table 4.10:
Bill Payment by Method, FY 2015 vs. 2020

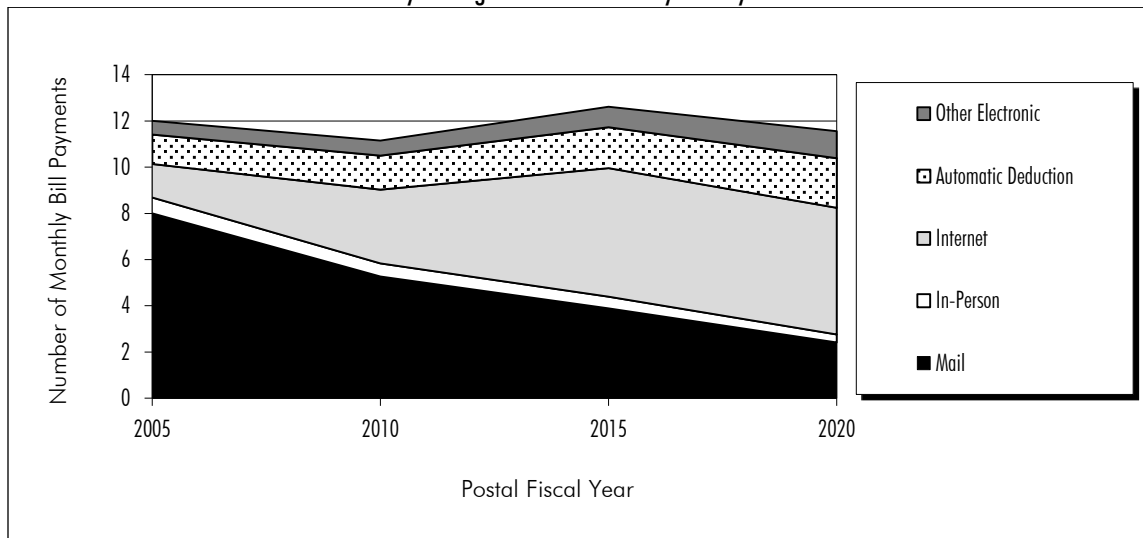
Bill Payment Method	2015			2020		
	Average Number of Bills Paid per Month	Share of Bills Paid	Percent of Households Using Method	Average Number of Bills Paid per Month	Share of Bills Paid	Percent of Households Using Method
Mail	3.9	31%	69%	2.4	21%	55%
Using Internet	5.6	44%	64%	5.5	48%	75%
Automatic Deduction	1.8	14%	54%	2.1	18%	60%
Credit Card	0.5	4%	21%	0.8	7%	30%
Telephone	0.4	3%	17%	0.4	3%	16%
In-person	0.5	4%	24%	0.3	3%	18%
Total	12.7	100%	—	11.6	100.0%	—
Total Electronic	8.3	65%	81%	8.9	76%	90%

Source: HDS Recruitment Sample, FY 2015 and 2020.

As Figure 4.1 illustrates, electronic payments have accounted for a rapidly growing share of households' payments over time. From 2005 to 2020 the average number of monthly bills paid electronically almost

tripled (from 3.3 to 8.8 bills per month), for the most part at the expense of bills paid by mail, which fell 67% (from 8.0 to 2.4 bills per month) over the same time period.

Figure 4.1:
Monthly Average Household Bill Payment by Method

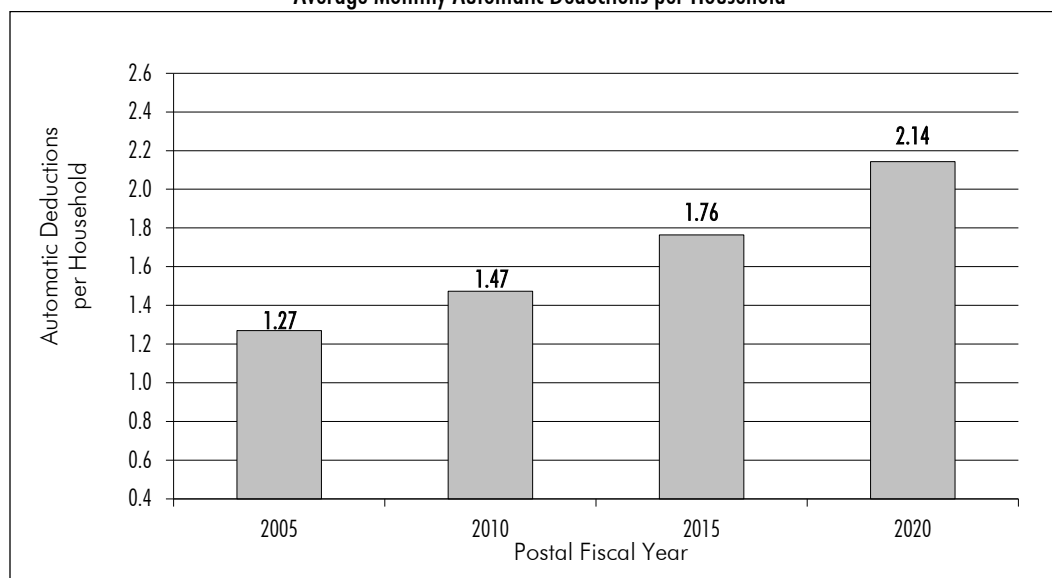


Source: HDS Recruitment Sample, FY 2005-2020.
Note: Other Electronic includes telephone.

Automatic deductions increased continuously since the early 2000's. As Figure 4.2 illustrates, between 2005 and 2020, payments grew by more than two-thirds (69%). Interestingly, despite the growing popularity of

the Internet, automated deductions continued to rank third in terms of the number of bills paid each month, accounting for 18% of household payments, behind Internet (48%) and payments by mail (21%).

Figure 4.2:
Average Monthly Automatic Deductions per Household



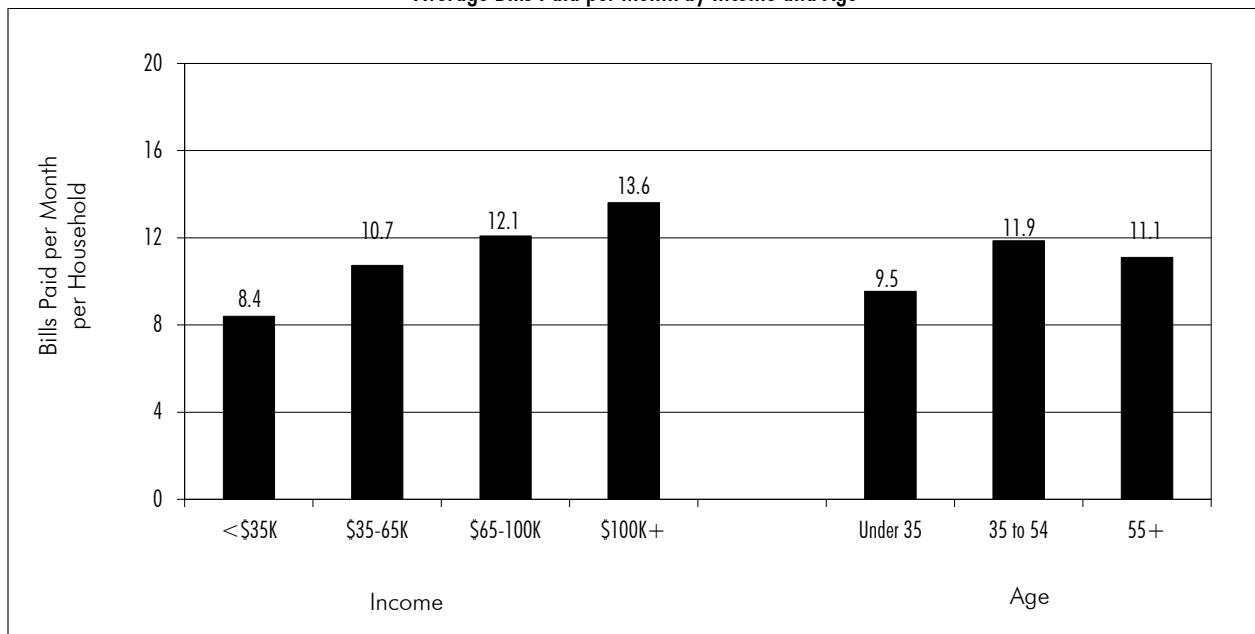
Source: HDS Recruitment Sample, FY 2005-2020.

As noted earlier in the report, the Household Diary Study has consistently found that the number of bills paid by mail is typically correlated to both the age and income of heads of household. Figure 4.3 provides an illustration of that relationship.

The left side of the chart shows a positive correlation between household income and the number of bills paid monthly. In FY 2020, households with incomes over \$100,000 paid an average of 13.6 bills monthly compared to 8.4 bills paid by households earning less

than \$35,000. The number of bills paid by mail showed a similar relationship with age. Younger heads of household (under 35 years old), paid 9.5 bills monthly by mail or about 20% less than the number paid by heads of household in the 35 to 54 age range (11.9 bills). The older age cohort (55 or older) paid 11.1 bills monthly, slightly less than those in the 35-54 cohort. One explanation for this finding is that, within the older age group, those approaching retirement age (generally over 65 years old) usually tend to moderate spending.

Figure 4.3:
Average Bills Paid per Month by Income and Age

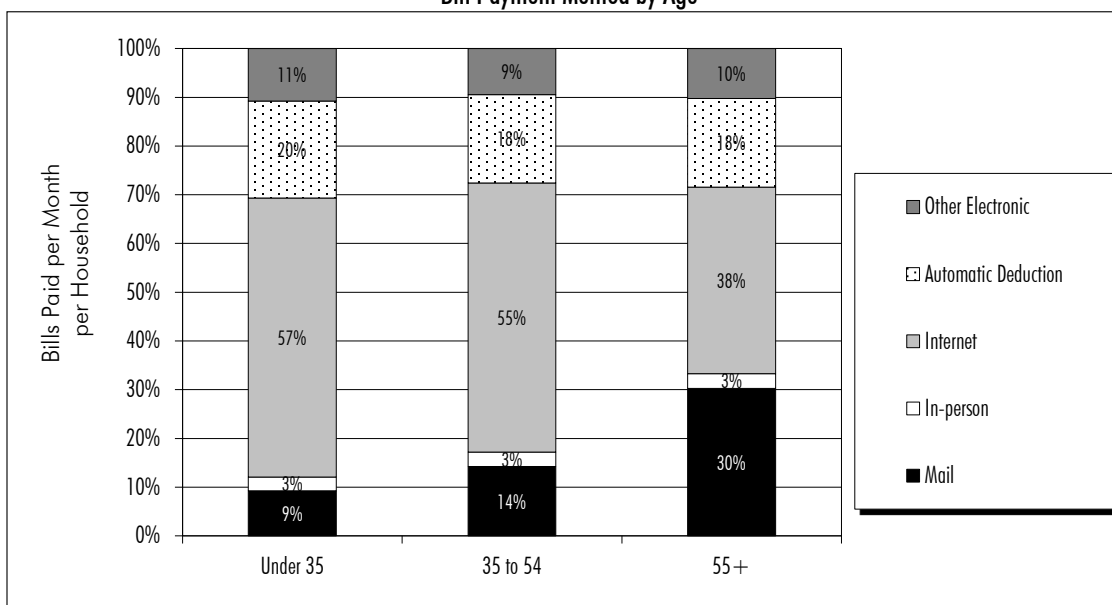


Source: HDS Recruitment Sample, FY 2020.

As mentioned, the age of heads of household has a strong influence on the method chosen to pay bills. Figure 4.4 shows, the percentage of bills paid by each method and for each age category. In 2020, heads of household under 35 years old paid just 9% of their bill

by mail. Most of their bills (about 80%) were paid either online or by automatic deductions. Notably, for the first time, heads of household over 55 years paid less than one-third (30%) of their bills by mail. Another 56% was paid either online or by automatic deductions from checking.

Figure 4.4:
Bill Payment Method by Age



Source: HDS Recruitment Sample, FY 2020.
Note: Other Electronic includes telephone.

Bills and Statements Received by Households

Table 4.11 shows the volume of bills and statements received by households for each major sending industry. Households received a total of 14.5 billion pieces of bills and statements in the mail, which represented 41% of total First-Class Mail received.

Bills received by households totaled 10.6 billion pieces. They originated primarily from credit card companies (3.0 billion or 28% of total bills) and companies in the service sector, such as utilities, medical and other professional and telephone/cable companies, with a combined total of 4.8 billion pieces, or 45% of total bills received by mail.

Statements received by households (3.9 billion pieces) were predominantly sent by the financial sector (mostly banks, with 1.9 billion pieces, or 49% of total household statements).

Table 4.11:
Bill and Statement Volumes by Industry

Industry	Volumes	
	Bills (Millions)	Statements (Millions)
Financial		
Bank, S&L, Credit Union	600	1,937
Credit Card	3,048	3
Insurance Company	1,166	272
Real Estate/Mortgage	285	97
Other Financial	62	1,220
Total Financial	5,160	3,529
Merchants		
Department Store	8	1
Publisher	117	2
Mail Order Company	8	2
Other Merchants	76	13
Total Merchants	209	17
Service		
Telephone/Cable Company	1,204	28
Utility Company	2,050	32
Medical and Other Professional	1,194	124
Other Service	375	28
Total Service	4,823	212
Manufacturers	26	2
Government	306	80
Social/Nonprofit	58	22
Other/Don't Know/Refused	12	9
Total – All Industries	10,594	3,871

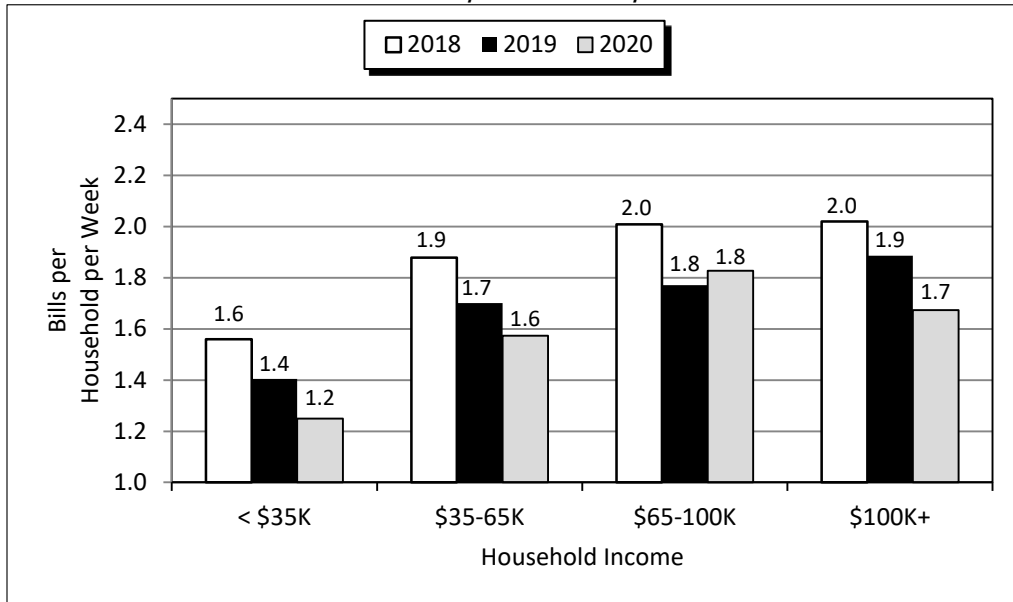
Source: HDS Diary Sample, FY 2020.

Note: Social/Nonprofit bill and statement volumes were not collected separately.

Figures 4.5a and 4.5b, show number of bills and statements received by mail, by income group. Typically, higher income households have more financial accounts and consequently receive more bills and statements compared to lower income cohorts.

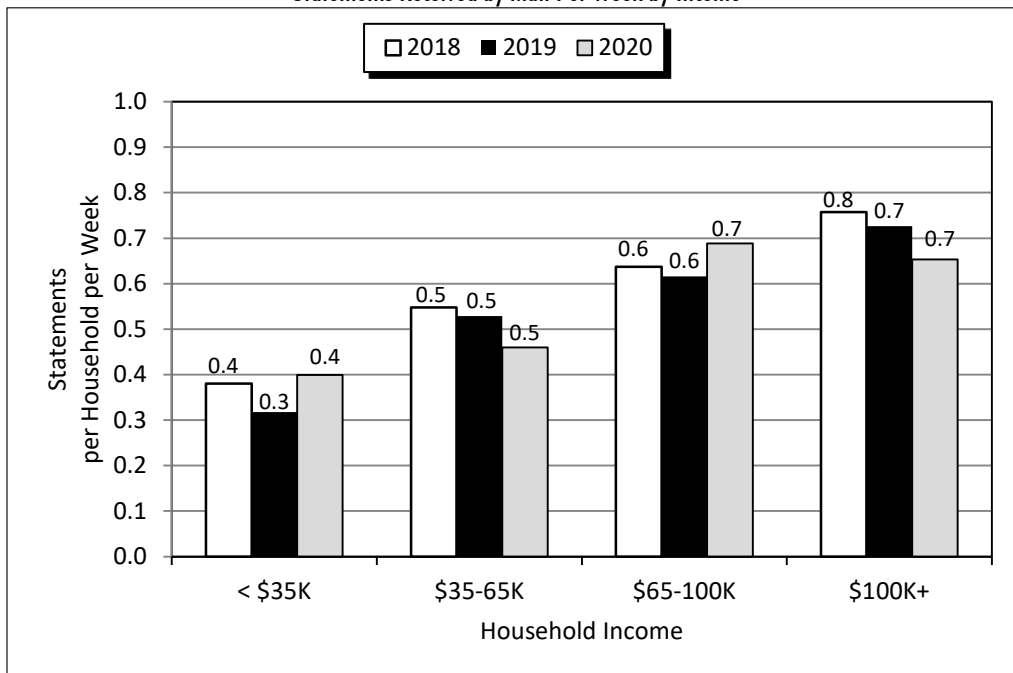
Between 2018 and 2020, there was a general decline in the number of bills received by mail regardless of household income, mostly driven by continuing electronic diversion. This, however, was not always the case for statements, partly because in many cases households prefer receiving paper copies and save them for record keeping.

Figure 4.5a:
Bills Received by Mail Per Week by Income



Source: HDS Diary Sample, FY 2018, 2019 and 2020. Amounts are rounded.

Figure 4.5b:
Statements Received by Mail Per Week by Income



Source: HDS Diary Sample, FY 2018, 2019 and 2020. Amounts are rounded.

Table 4.12 compares the average monthly number of bills received by mail to the average number received online. As was the case in 2019, the number of bills received by mail continued declining in 2020, falling 16% from 2019 - a result almost entirely attributable to bills' flight to the Internet.

Bills received via the Internet increased about 7% between 2019 and 2020, partly offsetting the decline in bills by mail. In total, household bills fell 2%, likely reflecting debt consolidations and the impact of economic conditions on consumer spending and borrowing.

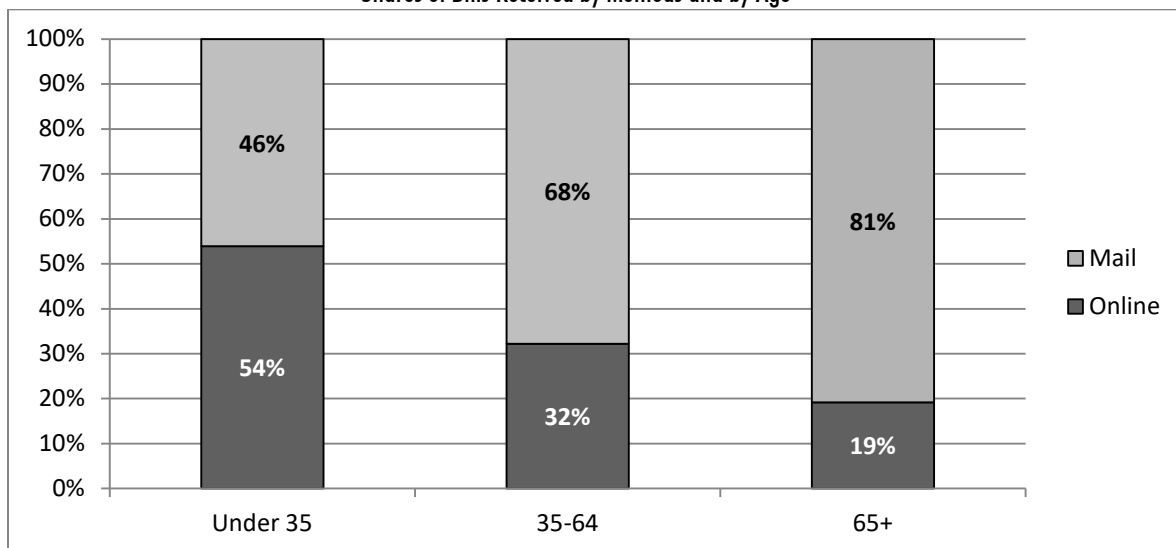
Table 4.12:
Average Monthly Bills Received by Method

Method	2018	2019	2020
Mail	8.2	7.4	6.9
Internet	2.5	2.9	3.1
Total	10.7	10.2	10.0
Share Received by Internet	23%	28%	31%

Figure 4.6 illustrates the shares of bills received, by method and by age cohort. As noted earlier, younger heads of household migrated to online billing much more quickly their older counterparts. In 2020, heads of household under 35 years of age already

received more than half (54%) of their bills online, another 46% was received by mail. In contrast, heads of household over 65 continued receiving the vast majority of their bills (81%) by mail and only 19% online.

Figure 4.6:
Shares of Bills Received by Methods and by Age



Source: HDS Recruitment Sample, FY 2020

Chapter 5: Advertising Mail

Introduction

This chapter examines advertising mail, which consists of any advertising, promotional, or sales material sent via the Postal Service. Advertising mail can be sent as First-Class or Marketing Mail.

The Advertising Market

According to GroupM, American businesses spent approximately \$228 billion in 2020 advertising their products and services, a 3.9% decrease from 2019, following a 3.4% spending increase in 2019. Of this total advertising spending, 5.5% was spent on direct mail, the third largest spending medium after the Internet (50.2%) and TV (27.6%).

As Table 5.1 shows, direct mail spending fell 20.7% from 2019, a direct result of pandemic and the related business closures. Internet advertising, on the other hand, grew 9.0 percent - the only media channel with spending growth - driven by a surge in ecommerce activity during the pandemic. The growth in Internet advertising, however, left fewer funds available for all other, more traditional, advertising categories,

Table 5.1:
U.S. Advertising Spending Growth by Medium, 2018-2020
(Percent Growth from Prior Year)

Medium	2018	2019	2020
Direct Mail	-1.0%	-1.3%	-20.7%
TV	1.9%	-5.5%	-2.5%
Radio	-1.6%	0.9%	-26.2%
Newspapers	-12.0%	-12.5%	-28.9%
Magazines	-9.0%	-9.4%	-18.5%
Internet	24.4%	16.1%	9.0%
Other	-2.2%	0.3%	-32.1%
Total	7.1%	3.4%	-3.9%

Source: GroupM—estimates.

Note: Totals may not sum due to rounding.

*Other fluctuations are due to political/Olympic advertising

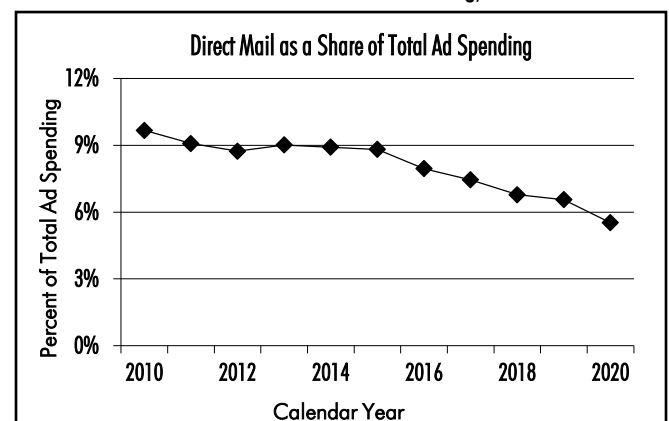
Accordingly, all non-Internet media (except for TV) experienced a sharp, double-digit decline in ad spending. The large fluctuations from one year to the next in “Other” spending (Table 5.1) are the result of seasonality’s associated with spending on election and Olympic campaigns.

According to GroupM’s estimates, direct mail’s share of ad spending began declining from about 9% in 2015, falling every year since and reaching 5.5% in 2020, its lowest level to-date (Fig 5.1).

Despite the general decline in advertising dollars, direct mail continues to be a popular choice for its highly efficient and versatile method for businesses to communicate with consumers. Direct mail can be targeted to the interests of individual customers, and used both to locate new customers and maintain relationships with existing customers. Direct mail allows for a variety of different types of advertising: letters, postcards, catalogs, and free samples. It can be sent as First-Class or Marketing Mail, allowing advertisers to trade off expeditious, personalized First-Class mailings against cost-savings from Marketing Mail.

Importantly, the effectiveness of direct mail is readily measurable, more so than most other media. Businesses can track the response rate to a mailing far more precisely than for a television commercial or magazine advertisement. This feature alone gives advertising mail a key advantage over other media.

Figure 5.1:
Direct Mail as a Share of Total Advertising, 2010-2020



Source: U.S. Postal Service calculations based on GroupM data.

Advertising Mail Volumes

In 2020, advertising mail accounted for 59% of all household mail. Households received 61.1 billion pieces of advertising mail, down 16.5% from 2019. The sharp decline occurred in response to pandemic-driven businesses closures and the economic recession that started early in the year. Severe restrictions imposed on business activities, forced businesses to drastically reduce spending on most forms of advertising. This affected both First-Class advertising and Marketing Mail extensively, driving volumes to fall 16.0% and 16.4% respectively.

In Table 5.2 and 5.3 we see that First-Class advertising mail volume totaled 6.3 billion pieces in 2020, comprising 10% of all advertising mail received by households. Of this volume, 3.5 billion pieces were advertising-only, while the other 2.8 billion pieces were secondary advertising. The latter, also referred to as advertising-enclosed mail, is not included in the total volume count of advertising mail, as the primary piece (be it a bill, statement, or correspondence mailing) is already included in the First-Class Mail total.

First-Class advertising-only continued a declining trend that began with the Great Recession of 2008. In 2020 that trend accelerated significantly after the pandemic arrived and restrictions were imposed driving volume down 12.5% compared to 2019.

In 2020, 59% of all household mail consisted of advertising mail.

In 2020 Marketing Mail constituted 90% (54.9 billion pieces) of advertising mail received by households. As was the case for First-Class advertising, Marketing Mail volume was severely affected by the restrictions surrounding the pandemic and plummeted 16.4%.

Table 5.2:
Advertising Mail Received by Households by Mail Classification
(Volume in Billions of Pieces)

Mail Classification	Volume (Billions of Pieces)			Change 2018-2019	Change 2019-2020
	2018	2019	2020		
First-Class Advertising	7.6	7.5	6.3	-1.3%	-16.0%
Advertising Only	3.5	4.0	3.5	14.3%	-12.5%
Secondary Advertising	4.1	3.5	2.8	-14.6%	-20.0%
Marketing Mail	67.7	65.7	54.9	-3.0%	-16.4%
Regular and ECR	55.8	53.7	43.6	-3.8%	-18.8%
Nonprofit	11.9	12.0	11.2	0.8%	-6.7%
Unsolicited Packages	0.05	0.03	0.04	-40.0%	33.3%
Total Advertising	75.3	73.2	61.1	-2.8%	-16.5%
Unaddressed Mail	1.0	1.0	0.9	0.0%	-10.0%

Source: HDS Diary Sample, FY 2018, 2019, and 2020.

Notes: Totals may not sum due to rounding. Unaddressed Mail is not included in totals.

Table 5.3:
Advertising Mail by Mail Classification
(Pieces per Household per Week)

Mail Classification	Pieces per HH per Week			Share of Total
	2018	2019	2020	
First-Class Advertising	1.1	1.1	0.9	10.3%
Advertising Only	0.5	0.6	0.5	5.7%
Secondary Advertising	0.6	0.5	0.4	4.6%
Marketing Mail	10.2	9.8	8.2	89.7%
Regular and ECR	8.4	8.0	6.5	71.3%
Nonprofit	1.8	1.8	1.7	18.4%
Unsolicited Periodicals/Packages	0.01	0.01	0.01	0.1%
Total Advertising	11.4	10.9	9.2	100.0%
Unaddressed Mail	0.1	0.1	0.1	1.5%

Source: HDS Diary Sample, FY 2018, 2019, and 2020.

Note: Totals may not sum due to rounding. Unaddressed Mail is not included in totals.

Advertising Mail and Household Characteristics

Income, Education, and Age

Given that advertising mail is used to sell goods and services, it is not surprising that the volume of ad mail received by a household is closely tied to their income and education.

As illustrated in Table 5.4, the relationship between advertising mail and household income is quite strong. In 2020, households with incomes of \$100,000 or more received almost twice as many advertising mail pieces as households earning less than \$35,000 (11.2 vs. 6.3 pieces per week).

Table 5.4 also shows that education too played a key role in the volume of advertising mail households

receive. For example, households headed by someone without a high school degree received 6.8 pieces per week, while households headed by a college graduate received 9.8 pieces (higher income households without a high school diploma likely represent successful entrepreneurs who receive large volumes of business-related ad mail).

The role that education plays in advertising mail is two-fold. First, direct mail is a written type of communication, and education may play some role in its relative effectiveness compared to television or radio advertising. Second, education is not only tied to current household income, but also to future household income. A college graduate who currently has a relatively low income may, in a few years, earn a much higher income.

Table 5.4:
Advertising Mail Received by Income and Education
(Pieces per Household per Week)

Household Income (Thousands)	Education of Head of Household				Average
	Less than High School	High School graduate	Some College or Technical School	College graduate	
Under \$35	6.0	6.9	6.1	5.9	6.3
\$35 to \$65	6.1	9.6	8.4	8.4	8.6
\$65 to \$100	10.5	9.3	10.2	9.4	9.6
Over \$100	8.3	11.1	11.4	11.3	11.2
Average	6.8	8.9	9.0	9.8	9.2

Source: HDS Diary Sample, FY 2020.

As Table 5.5 illustrates, households headed by an older person receive significantly more advertising mail than their younger counter-parts at every income level. In part, this was because age is correlated to other characteristics such as marriage, home ownership, and the presence of children in the household.

Moreover, the older a person is, the longer his or her buying history and the more businesses with which the person has relationships that advertising mail can help maintain. The number of ads received weekly is

maximized when older age is combined with high household income. In Table 5.5 we see that, heads of household over 55 with incomes greater than \$100,000 received the largest number of ads, totaling 14.4 pieces weekly.

The amount of advertising mail received increases as income, education and age increase.

Table 5.5:
Advertising Mail Received by Income and Age
(Pieces per Household per Week)

Household Income (Thousands)	Age of Head of Household			Average
	Under 34	35 to 54	Over 55	
Under \$35	3.7	4.9	8.1	6.3
\$35 to \$65	4.6	6.0	11.8	8.6
\$65 to \$100	5.7	7.7	13.0	9.6
Over \$100	6.8	10.1	14.4	11.2
Average	5.1	7.9	11.8	9.2

Source: HDS Diary Sample, FY 2020.

Household Size

Tables 5.6 and 5.7 show that advertising mail received increases as the household size and number of adults in the household increase. Table 5.6 shows that, while this is evident when looking at changes in household sizes from one to two household members (a 44% increase), additional members over two do not increase, and may actually reduce the number of advertising pieces received.

When looking at changes in the number of adults in the household, there is a more continuous increase in the number of advertising pieces received when the number of adults increases.

Table 5.6:
Advertising Mail Received by Size of Household
(Pieces per Household per Week)

Household Size	
One person	7.6
Two	10.1
Three	9.1
Four	9.4
Five or more	8.2
Average	9.2

Source: HDS Diary Sample, FY 2020.

In Table 5.7 we see that households with two adults received 30% more ad mail than those with only one adult. When three or more adults were present, ad mail volume increased another 8%. These results stem from the likelihood that households with more than one adults are also two-income (or more) households.

Table 5.7:
Advertising Mail Received by Number of Adults
(Pieces per Household per Week)

Number of Adults	
One	7.4
Two	9.6
Three or more	10.4
Average	9.2

Source: HDS Diary Sample, FY 2020.

Internet Access

In Table 5.8 we see an inverse relationship between direct mail advertising and Internet access, as households with access received less ad mail than those without access. Part of the reason for this result is that growth in Internet advertising continues to absorb a large share of total budgets. With fewer dollars to spend on direct mail, businesses are mindful to avoid mailing to households already targeted by their online ads.

However, often it is also the case that advertising mail is sent even when Internet advertising is a viable alternative. One reason for doing so is when direct mail is used as a complement to Internet sales, by directing potential customers to specific company websites.

Table 5.8:
Advertising Mail Received by Internet Access
(Pieces per Household per Week)

Type of Internet Access	
Broadband	9.1
Dial-up	11.2
None	10.3
Others	7.2
Average	9.2

Source: HDS Diary Sample, FY 2020.

Table 5.9:
Income and Education by Type of Internet Access

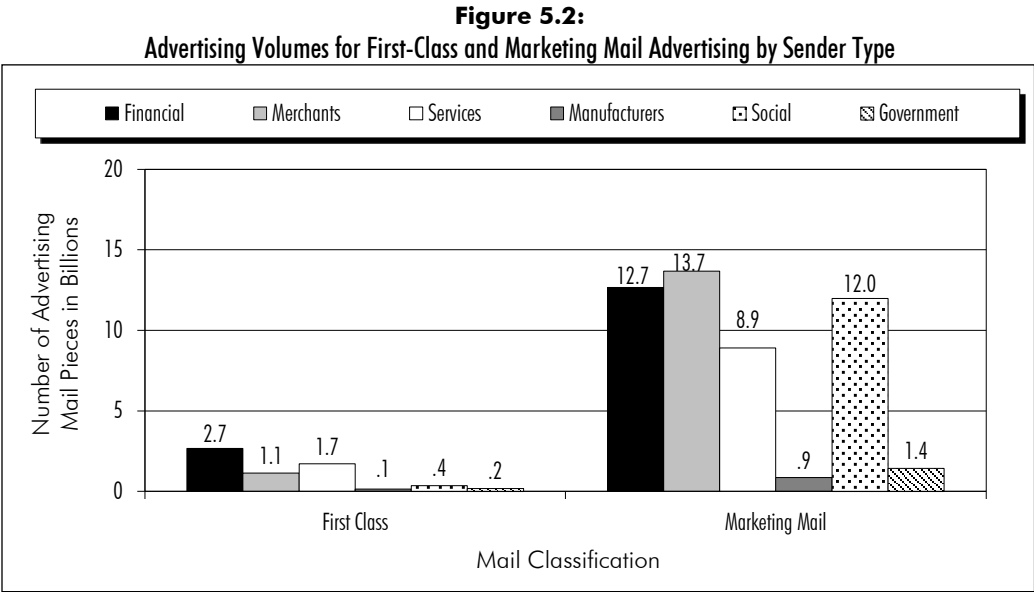
Type of Internet Access	Median Income	% w/ College Degree
Broadband	72,184	47%
Dial-up	43,380	33%
None	30,057	17%
Others	41,481	26%

Source: HDS Diary Sample, FY 2020.

Senders of Advertising Mail

Figure 5.2 shows advertising mail by major sending industry. In 2020, merchants continued to rank first in terms of Marketing Mail volume sent to households. They mailed 13.7 billion pieces (26%) of Marketing Mail and 1.1 billion pieces

(18%) of First-Class Mail ads. Financial firms ranked second, mailing 12.7 billion pieces, or 26% of total Marketing Mail; however, they ranked first with respect to the volume of First-Class Mail ads sent, which totaled 2.7 billion pieces, or 43% of total First-Class ads.



Source: HDS Diary Sample, FY 2020

Attitudes toward Advertising

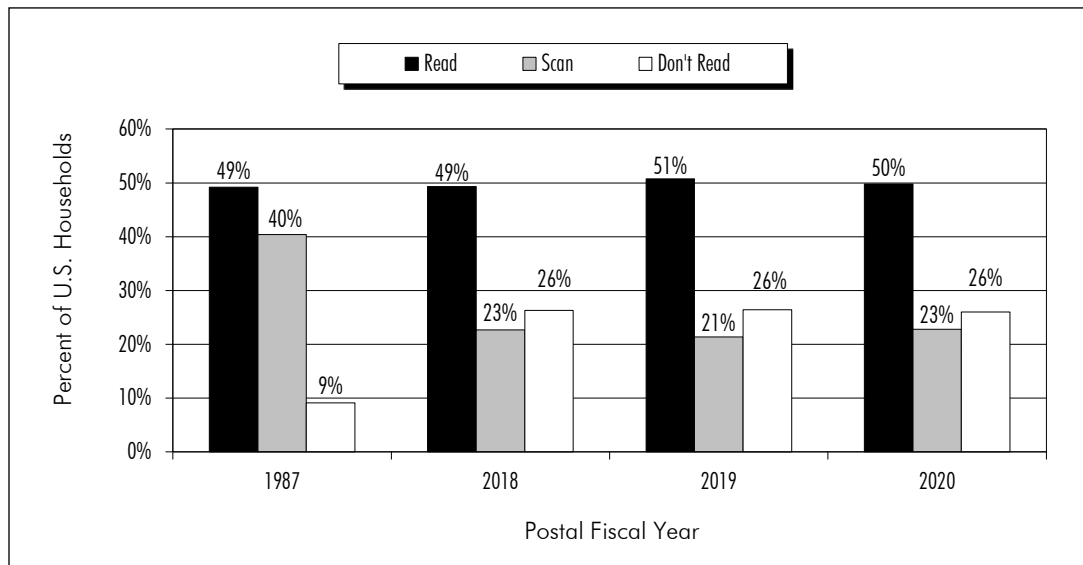
With \$228 billion spent on advertising in the United States, few households would probably wish they received more.

Whether they wish to receive more or not, the household diary survey reveals that most households either read or scan their advertising mail. In Figure 5.3 we see that, in 2020, 50% of households read their advertising mail and an additional 23% scanned it. Another 26% of households reported not reading advertising mail, a percentage that remained remarkably stable since 2018.

Households read or scanned 73% of all advertising mail, a share unchanged since 2018.

Additionally, given the large increase in advertising mail volumes since 1987, it seems clear that U.S. households read more advertising mail now than in the past.

Figure 5.3:
Advertising Mail Behavioral Trends, FY 1987, 2018, 2019, and 2020

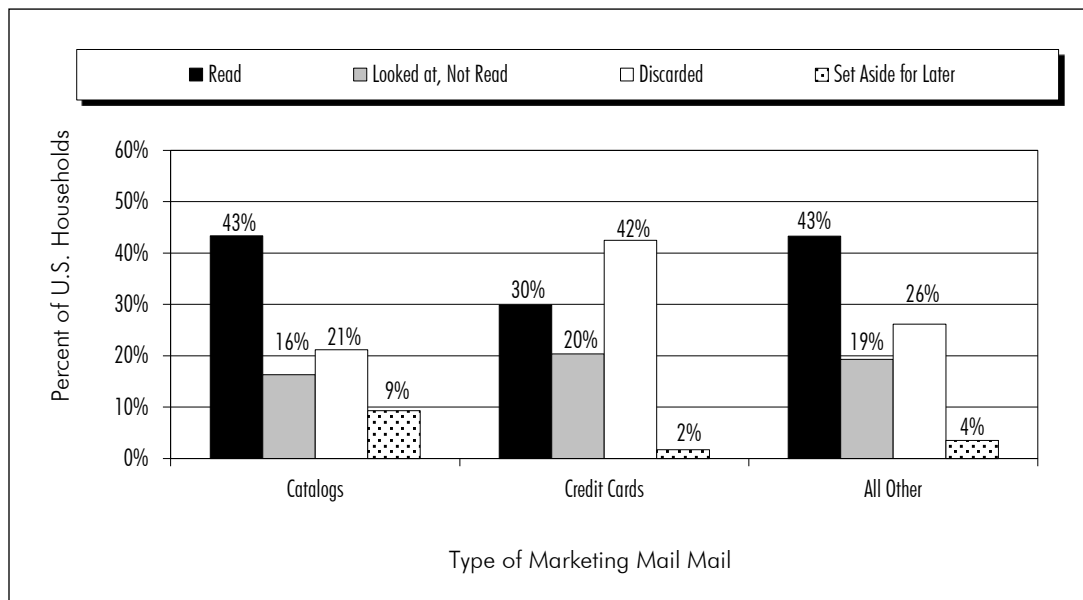


Source: HDS Recruitment Sample, FY 1987, 2018, 2019, and 2020.

Interestingly, according to survey findings, not all advertising mail is treated equally. As Figure 5.4 illustrates, catalogs attract considerably more attention than credit card ads, as they typically are more

interesting to read. In 2020, 43% of households read catalogs, and only 21% discard them without reading them. In contrast, only 30% of households read credit card ads and 42% discard them without reading them.

Figure 5.4:
Treatment of Marketing Mail Advertising by Type

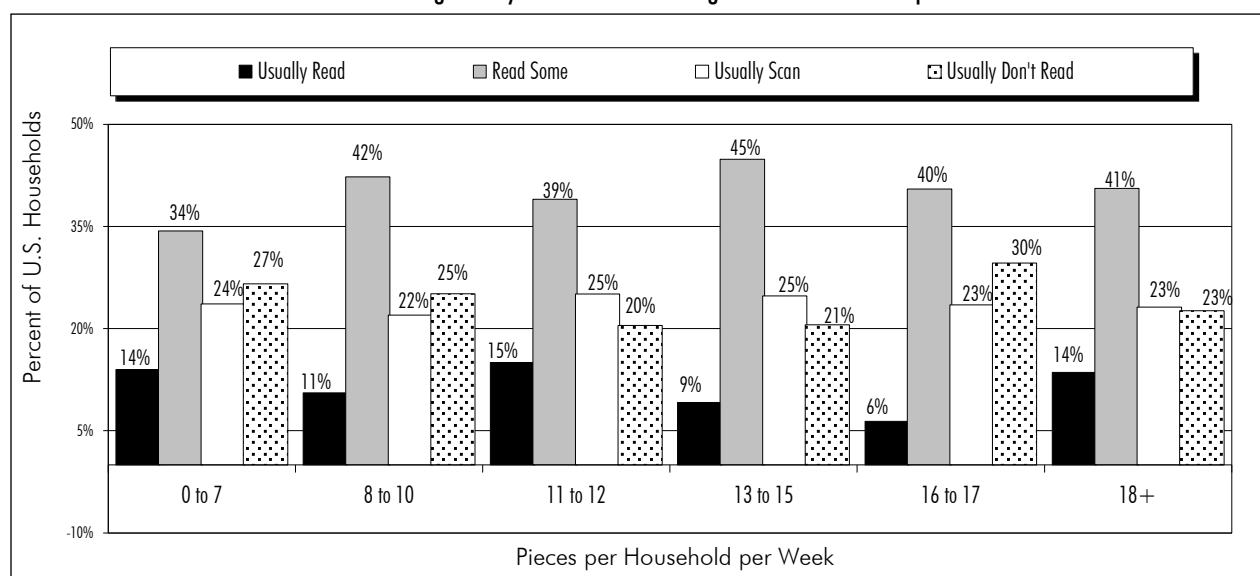


Source: HDS Diary Sample, FY 2020.

Another interesting result can be seen in Figure 5.5. In some cases, household behavior toward advertising mail appears to depend on how much advertising mail they receive. For example, among households receiving zero to seven pieces of advertising mail per week, 14% read all of them. In contrast, in most other cases (except the 8-10 piece category), only an average of about 9 % read all ads received.

Thus, households that receive more advertising mail than others appear to be “turned off” by the high volume. However, Figure 5.5 also shows that, on average, more than 50% of households read all or some of the ads received, a percentage that, generally, is unaffected by the volume received. Similarly, the percentage of households that usually do not read advertising mail was between 20% and 30%, regardless of how much mail they received.

Figure 5.5:
Treatment of Advertising Mail by Number of Marketing Mail Pieces Received per Week

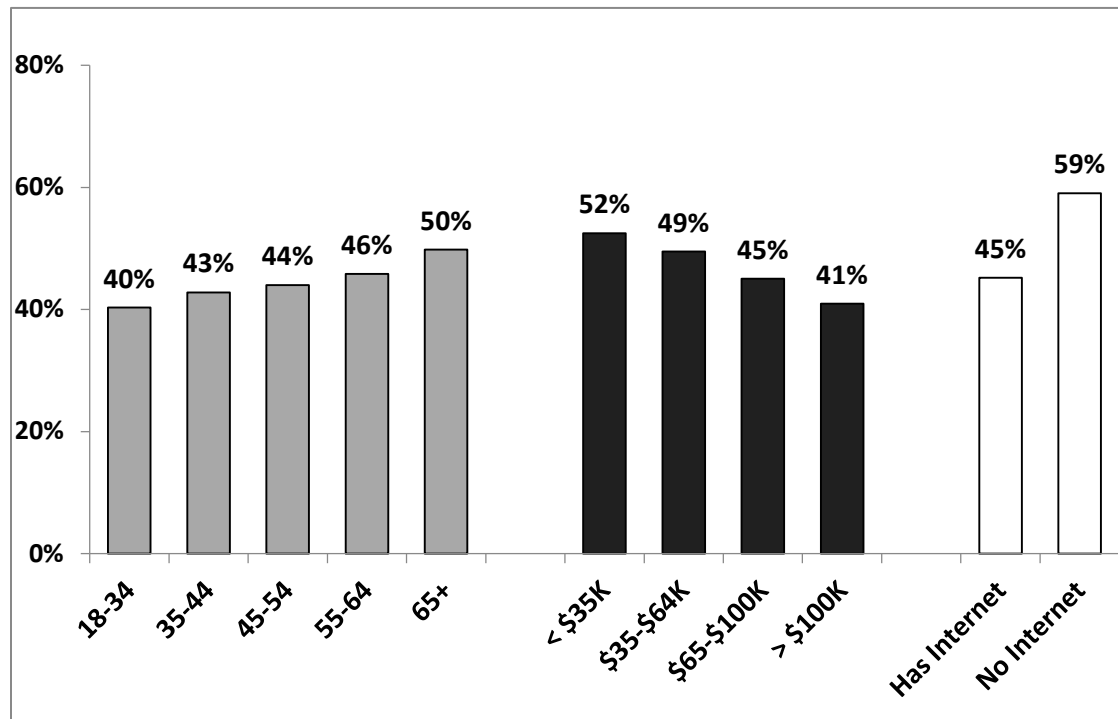


Source: HDS Diary Sample, FY 2020.

Figure 5.6 shows the effect of household demographics on reading rates for advertising mail. Lower income households report reading more ad mail than high earners, probably a result of receiving fewer ad pieces than those with higher incomes. With respect to age, just as older heads of households generally read

more than younger ones, they also tend to read more advertising mail. Figure 5.6 also shows that households with an Internet connection read less advertising mail than households without access, possibly in response to being exposed to a greater number of total ads, combining ads received both online and by mail.

Figure 5.6
Marketing Mail Reading Rates by Household Demographics - FY 2020



Source: HDS Diary Sample, FY 2020.

Effectiveness of Advertising Mail

Ultimately, advertisers send direct mail because it works—household members read and respond to it. Table 5.10 presents the intended response rates to advertising mail. Households report that they intend to respond to about 10% of First-Class ad mail and 11% of Marketing Mail. While these intended response rates are usually higher than actual response rates, the data demonstrate that direct mail can have a significant impact on household purchasing behavior. In Table 5.10 we also see that households “may” respond to an additional 10% of First-Class advertising and another 13% of Marketing Mail advertising. This is not to say that a similar mail piece may receive a higher response rate if mailed via Marketing Mail; it is more likely the result of the difference in the mix of ads received. For example, catalogs, which typically enjoy a high response rate (linked to the high read rate shown in Figure 5.4), are routinely mailed by Marketing Mail and only rarely by First-Class Mail. Credit card ads, on the other hand, have the lowest response rate (linked to the low read rate shown in Figure 5.4) and are often mailed First-Class.

Figure 5.7 presents the total number of intended responses to advertising mail by income. As illustrated earlier in Tables 5.4 and 5.5, higher-income households received more advertising mail compared to other income groups. Figure 5.7 combines the weekly volume of advertising mail received by household income with the respective intended response rates reported in Table 5.10. The result is the average number of intended responses per week for each income level. For example, households with incomes greater than \$150,000 reported they intended to respond to 1.1 pieces of advertising mail per week, and they may respond to another 1.3 pieces per week. Other high-income households also indicated they intend to respond to about one piece of advertising mail per week. Starting from households earning \$50,000 or less, both types of response rates start to gradually decline.

While intended responses do not always lead to actual responses, the data presented in Table 5.10 and Figure 5.7 help explain why direct mail is a popular choice of advertisers in the U.S. Although there is no completely equivalent measure for intended response to Internet ads, the click-through rate (the percentage of online

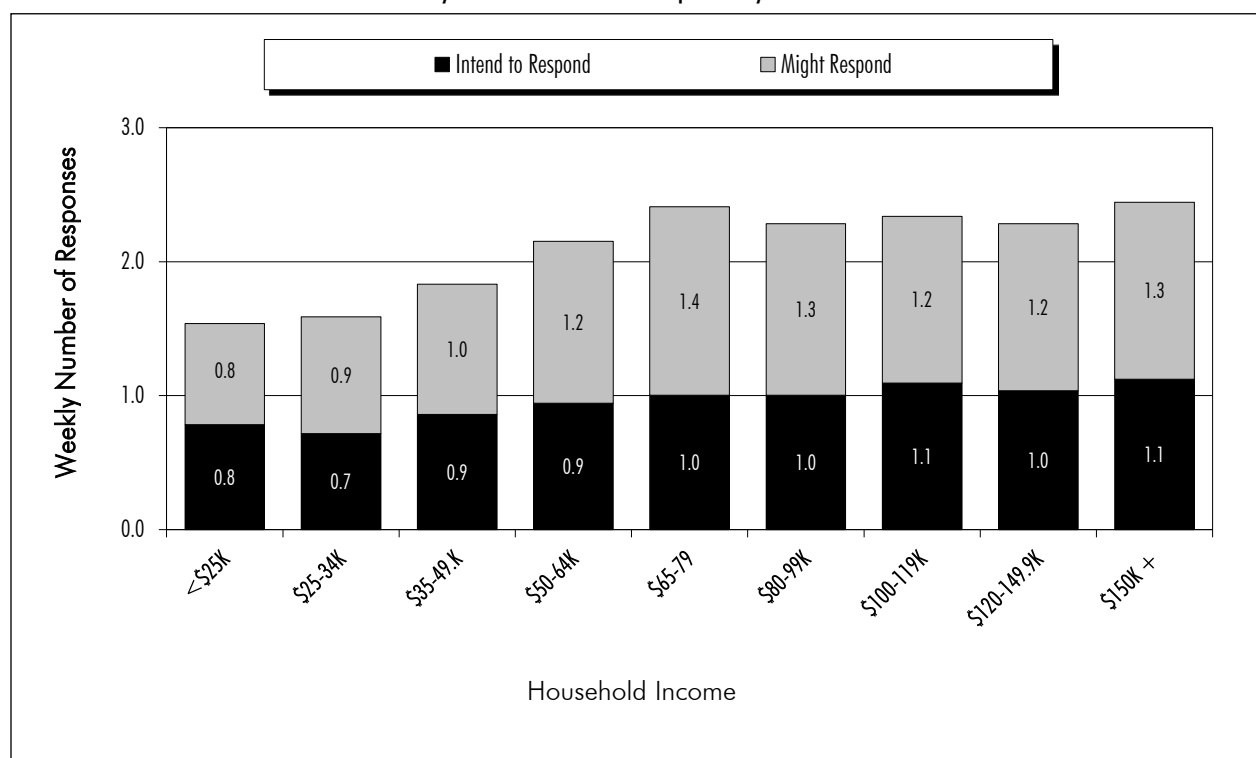
visitors who viewed an ad and also clicked on it) is widely used as an indicator of consumers' interest in online ads. As such, it is somewhat comparable to the read rates for mail ads. Based on recently published reports, the average click-through rate for Internet advertising is about 3%. Read rates for mail ads, on the other hand, have been much higher, averaging about 50 percent (shown earlier in Figure 5.3).

Table 5.10:
Intended Response to Advertising Mail by Class
(Percentage of Pieces)

Response	First-Class	Marketing Mail
Yes	10%	11%
Maybe	10%	13%
No	70%	67%
No Answer	10%	9%

Source: HDS Diary Sample, FY 2020.

Figure 5.7:
Weekly Number of Intended Responses by Income



Source: HDS Diary Sample, FY 2020.

Chapter 6: Periodicals

Introduction

This chapter examines volume and types of periodicals mailed to households. Periodical Mail consists of newspapers or magazines regularly sent to households, usually as part of a subscription. This chapter analyzes only periodicals delivered by the Postal Service to households. Newspapers or magazines delivered by a local carrier or purchased at a newsstand or store are not included in Household Diary Study data. Additionally, periodicals examined here are only a portion of the total volume, since some of periodicals are received by non-households, such as doctors' offices or other businesses.

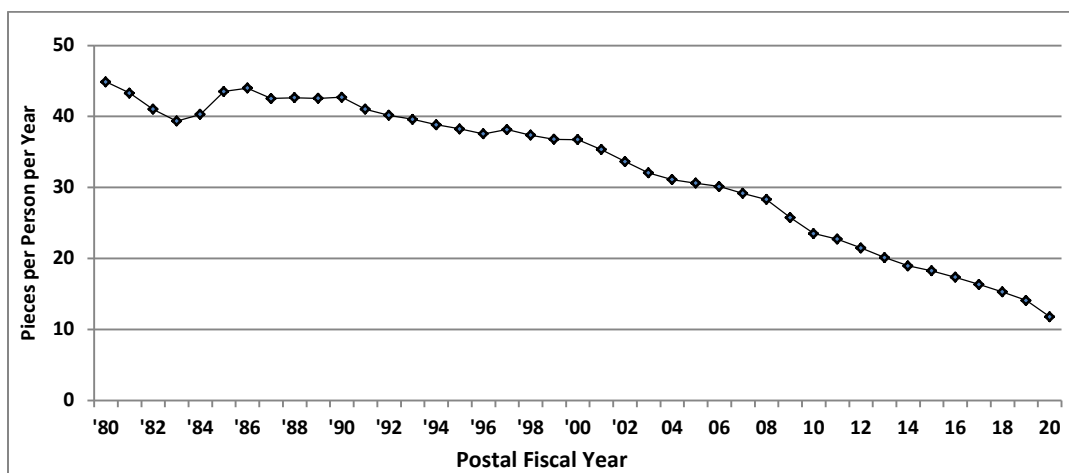
Internet ad spending leaves insufficient budgets for periodicals, driving many publishers out of business.

The Periodicals Market

Historically, the volume of Periodical Mail has not kept pace with population growth, as seen in Figure 6.1. Since the early 1990s, as demographics and technology changed, people already began to read less printed materials. After reaching a peak in 1990, at 10.7 billion pieces, Periodical Mail volume took a downturn that continues to this day.

The emergence of the Internet was the catalyst that accelerated an already sharp downturn in the volume of periodicals, providing a vast array of similar content, which in many cases was less expensive and more convenient to access than hard-copy publications. Starting in 2008, the decline in periodicals was further aggravated by the economic recession and the slow recovery that followed. More recently, the 2020 pandemic, and the recession it generated, gave households additional incentives to move from hard-copy to electronic sources of content.

Figure 6.1:
Periodicals Mail Volume per Person, 1980-2020
(Annual Pieces per Person)



Source: U.S. Postal Service RPW Reports, U.S. Census Bureau.

Advertising's impact on Periodicals delivered by Mail

Advertising spending translates into advertising revenue, and the key determinant of periodicals' profitability is advertising revenue.

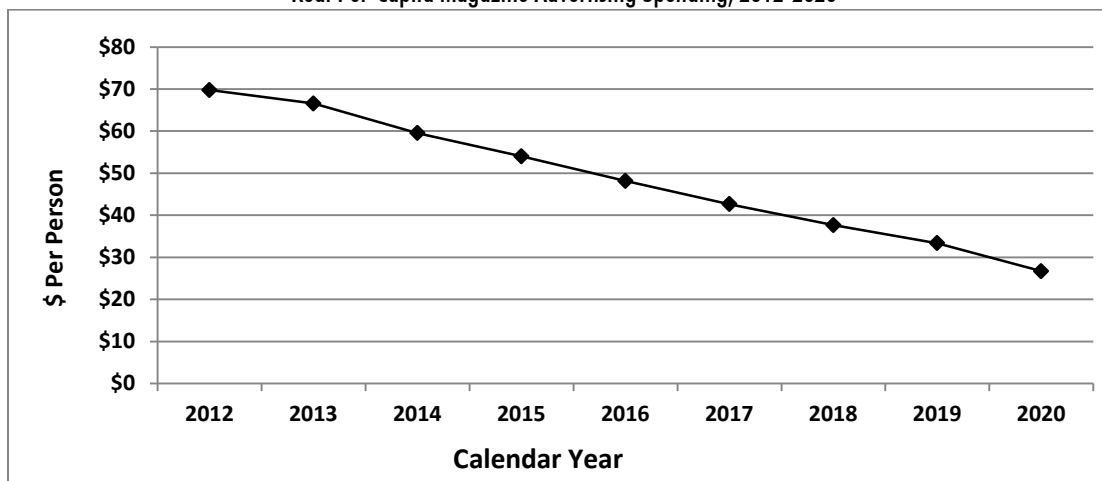
Advertising is a form of business investment. As with other investments, when the economy takes a turn for the worse, advertising tends to slow. In 2000, total ad spending as a percent of Gross Domestic Product (GDP) rose to historically high levels; however, shortly thereafter, when the high-tech bubble burst, advertising spending crashed. In 2002, albeit at a slower pace, growth in ad spending resumed and, after six years of economic expansion, reached new record highs. However, with 2008 recession advertising spending suffered its sharpest decline in history, drastically shrinking the revenues and profitability of the magazine industry.

After 2009, total advertising spending returned to positive growth, aided by a recovering economy.

Magazine advertising, however, continued to fall every year, reaching its lowest point in 2020. This can be seen in Figure 6.2, where recent trends show a steady contraction in spending. According to GroupM, magazine ad spending fell from \$70 annually per person in 2012 to \$27 per person in 2020, plummeting 62% over the eight-year period.

GroupM projects that as the economy grows, so will total advertising spending. Growth in advertising spending typically would bode well for magazines. More magazines in circulation would typically translate into higher volume for the Postal Service since, for most titles, the mail remains the primary distribution channel. The Internet, however, will likely continue to absorb a large portion of ad spending, leaving fewer dollars for other media, including periodicals. Furthermore, the convenience of the Internet and variety of (often free) reading material available online, will continue to reduce periodicals' sales, and related postal deliveries, regardless of the state of the economy.

Figure 6.2:
Real Per-Capita Magazine Advertising Spending, 2012-2020



Source: GroupM, U.S. Census Bureau

Household Periodicals

As shown in Table E.2 of the Executive Summary, periodicals comprised 3.7% of total household mail. Also in Table E.2, periodicals declined 11% over the last 3 years, from 4.4 billion pieces in 2018 to 3.9 billion pieces in 2020.

Table 6.1 provides a more detail view of volumes, with a breakdown of the types of periodicals households received. As shown, in 2020, household received a total of 21 magazine, comprising 64% of total periodicals received by households. For reference, this compares to 59% of periodicals received in 1987. Monthly publications remained the most common type of magazines received, accounting for 62% of the volume. Since 1987, total magazines per household fell

30%, from 52 pieces in 1987 to 21 in 2020. More recently, magazine volume fell 16% from 2018 to 2020.

In 2020, newspapers accounted for 20% of total periodicals, compared to 35% in 1987. The number of newspapers received annually by households fell 81% compared to 1987, down from 31 pieces in 1987 to only 6 pieces in 2020. More recently, compared to 2018, the number of newspapers received remained unchanged at 6 pieces per household.

The decline in newspapers captured in the Household Diary Study mirrors the behavior seen in overall newspaper circulation measures. As Figure 6.3 illustrates, newspaper circulation plummeted 54% from 1990 to 2018 (data are not available after 2018). On a per capita basis, the decline was even more pronounced.

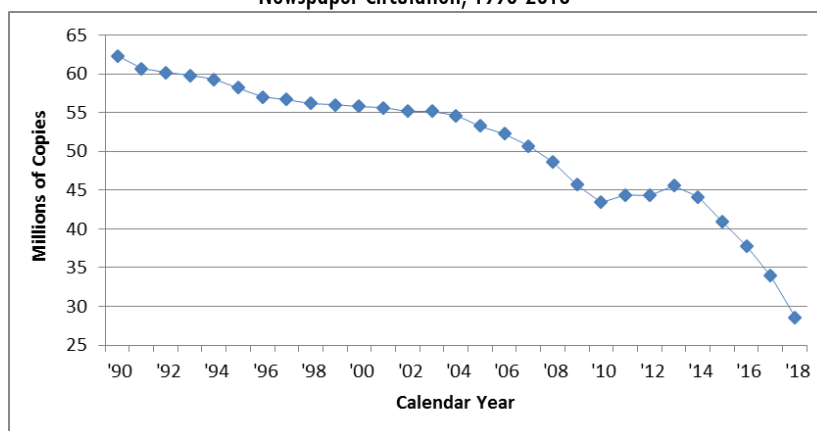
Table 6.1:
Periodical Type by Year
(Pieces per Household per year)

Periodical Type	1987	2018	2019	2020
Magazines	52	25	24	21
Weekly	16	4	4	3
Monthly	31	17	16	13
Other	5	4	4	5
Newspapers	31	6	6	6
Daily	10	2	2	2
Weekly	16	3	3	3
Other	5	1	1	1
Newsletters	3	3	2	2
Unclassified	2	1	1	1
Total Periodicals	88	35	33	30

Source: HDS Diary Sample, FY 1987, 2018, 2019 and 2020.

Note: Totals may not sum due to rounding.

Figure 6.3:
Newspaper Circulation, 1990-2018*



Source: Newspaper Association of America. Data only available through 2018.

Decreasing newspaper circulation was not the only contributor to the fall in the volume of newspapers delivered by mail. With current technology and alternate delivery systems, national newspapers have moved a large percentage of their publications online. They also continue delivering a portion of their papers to prime urban and suburban household customers before breakfast. These delivery alternatives mean those publications no longer move through the mail.

Periodicals Mail and Household Characteristics

Income, Education, and Age

Table 6.2 illustrates that, in most cases, as income increased, the volume of 2020 periodicals tended to increase with it. Education, however, did not show any significant correlation with periodicals received, as all heads of household with higher than High School education received about 0.6 pieces weekly, regardless of education level.

Households with less than High School education received fewer periodicals, averaging 0.4 pieces weekly. As mentioned, the number of periodicals received was directly correlated to households' income.

Heads of household over 55 years of age received four times more periodicals than heads under 35.

More specifically, households with incomes over \$65,000 received an average of 0.7 periodicals per week, compared to 0.4 for households earning less than \$65,000.

Table 6.3 details periodical volumes by age and income. Looking at age, older heads of household received significantly more periodicals than any of the younger cohorts. For example, heads of household under 35 years old received an average of 0.2 periodicals per week compared to 0.9 periodicals received by heads of household over 55, four times more the number received by the youngest cohort.

Table 6.2:
Periodicals by Income and Education
(Pieces per Household per Week)

Household Income (Thousands)	Educational Attainment of Head of Household				Average
	Less than High School	High School Graduate	Some College or Technical School	College Graduate	
Under \$35	0.6	0.5	0.3	0.3	0.4
\$35 to \$65	0.2	0.6	0.5	0.5	0.5
\$65 to \$100	0.6	0.8	0.6	0.7	0.7
Over \$100	0.0	0.6	0.6	0.7	0.6
Average	0.4	0.6	0.5	0.6	0.6

Source: HDS Diary Sample, FY 2020.

Table 6.3:
Periodicals by Income and Age
(Pieces per Household per Week)

Household Income (Thousands)	Age of Head of Household			Average
	Under 35	35 to 54	Over 55	
Under \$35	0.0	0.2	0.7	0.4
\$35 to \$65	0.1	0.2	0.8	0.5
\$65 to \$100	0.2	0.5	1.1	0.7
Over \$100	0.3	0.5	1.0	0.6
Average	0.2	0.4	0.9	0.6

Source: HDS Diary Sample, FY 2020.

Household Size

Table 6.4 and Table 6.5 show that as households increase in size from one to two persons, the number of periodicals increase 40 percent. Households with more than two persons on average receive about the same number of periodicals as one-person households.

Table 6.4:
Periodicals by Size of Household
(Pieces per Household per Week)

Household Size	
One person	0.5
Two	0.7
Three	0.5
Four	0.4
Five or more	0.5
Average	0.6

Source: HDS Diary Sample, FY 2020.

Internet Access

In Table 6.6 we see that households with Internet access received one-third fewer periodicals through the mail than those without access. This can be partly explained by the vast availability of periodical content on the Internet, which is often less expensive and more convenient to access than hard-copy periodicals. In addition, the widespread use of e-readers, which require online access to download reading materials, likely contributed to reducing the number of periodicals received by households with Internet access.

In households with two adults, the number of periodicals increases 20 percent compared to one-adult households. The presence of additional adults beyond two has no distinguishable impact.

Table 6.5:
Periodicals by Number of Adults in Household
(Pieces per Household per Week)

Number of Adults	
One	0.5
Two	0.6
Three or more	0.5
Average	0.6

Source: HDS Diary Sample, FY 2020.

Table 6.6:
Periodicals by Type of Internet Access
(Pieces per Household per Week)

Type of Internet Access	
Broadband	0.6
Dial-up	0.8
None	0.9
Others	0.4
Average	0.6

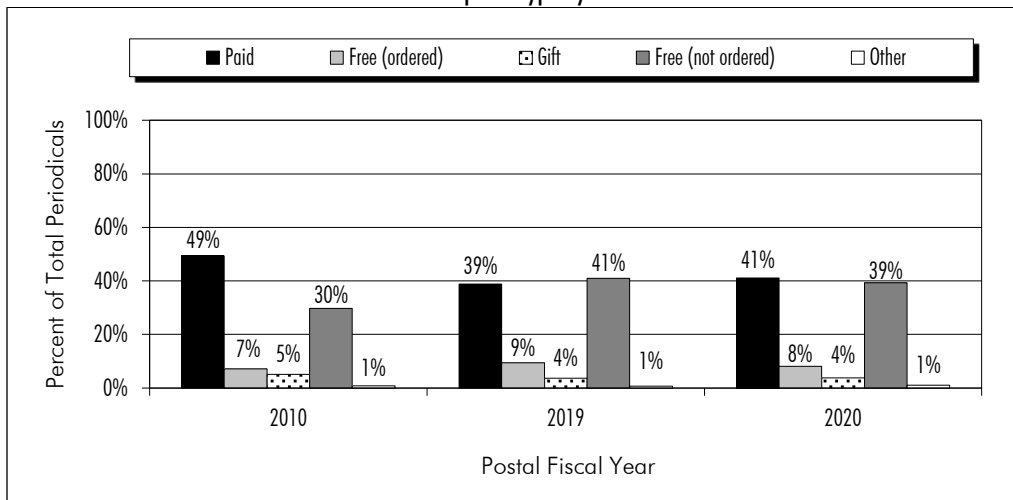
Source: HDS Diary Sample, FY 2020.

Subscription Type

Figure 6.4 provides an overview of subscription types for FY 2010, FY 2019, and FY 2020. As shown, the distribution of subscription types remained relatively stable compared to 2019 and was reasonably similar to the 2010 distribution as well. In 2020, a household member ordered and paid for 41% of their

periodicals. An additional 47% were free—either ordered by a household member or delivered to the household without a freestanding order, for example, as a benefit of membership in a professional, fraternal, or religious organization.

Figure 6.4:
Subscription Type by Year



Source: HDS Diary Sample, FY 2010, 2019, and 2020.

Note: Percentages do not add to 100 due to the exclusion of periodicals not classified by subscription type.

Examining periodical volumes by sender type, Table 6.7 shows that commercial organizations sent by far more periodicals (76% of all periodicals) than any other individual member organization. Member organizations are professional affiliations; charitable,

religious, and veterans' organizations, educational groups, and unions. Member organizations, when combined, account for the remaining 24% of total periodicals received by households in the mail.

Table 6.7:
Periodicals by Sender Type

Sender Type	Annual Pieces per Household	Percent of Periodicals Received by HH
Commercial Organization	22.9	76%
Professional Organization	2.6	9%
Religious Organization	1.4	5%
Educational Organization	1.7	6%
Union	.4	1%
Charitable Organization	.3	1%
Veterans' Organization	.3	1%
Unclassified	.4	1%
Total	30.0	100%

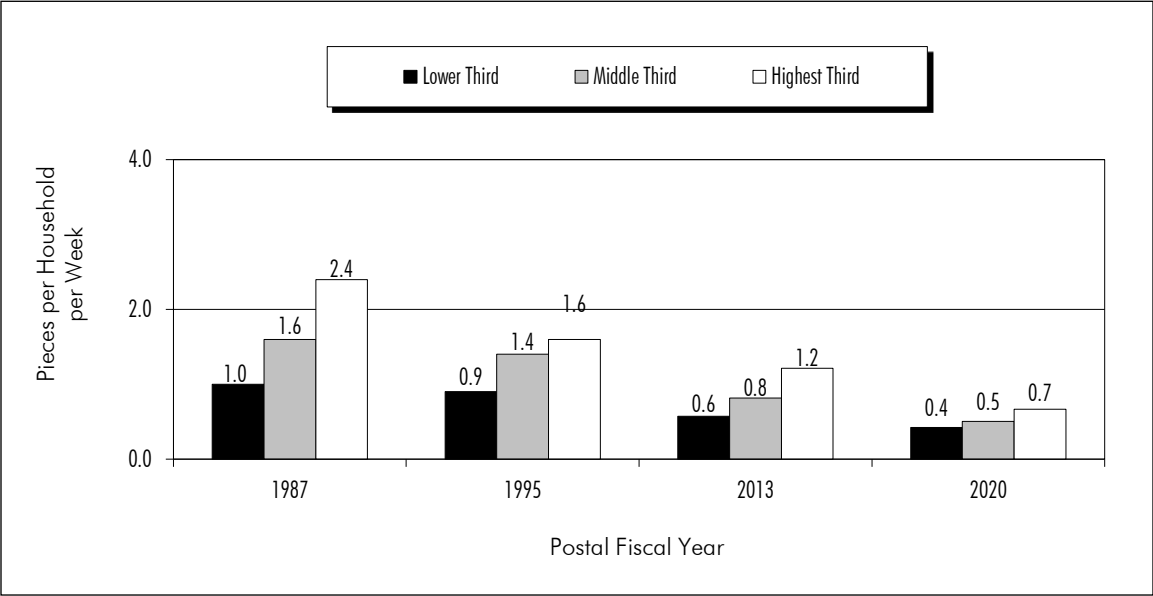
Source: HDS Diary Sample, FY 2020.

Volume Drivers

A number of factors influence the number of periodicals households choose to receive. Several of these variables are demographic, while others are more behavioral in nature. Income seems to strongly influence volume, as periodicals are typically received through a paid subscription. Accordingly, findings

show that higher-income households typically subscribe to more magazines and newspapers than lower income earners. In 2020, Figure 6.5 shows that the number of periodicals per household maintained a similar distribution across income categories as in prior periods, including as far back as in 1987.

Figure 6.5:
Number of Periodicals Received per Week by Households by Income Group



Source: HDS Diary Sample, FY 1987, 1995, 2013, and 2020.

Chapter 7: Packages

Introduction

This chapter discusses packages sent and received by households. Packages can be mailed via the U.S. Postal Service at a variety of rates; for example, packages can be sent as Priority Mail, First-Class Mail, Media Mail, or Standard Post; documents are usually sent as First-Class Mail, Priority Mail, or Express Mail, while product samples are generally sent as Marketing Mail.

The Package Market

The package delivery market is an important segment of the economy. There are three major components of the package market:

- Overnight air,
- Two- and three-day air, and
- Ground.

The U.S. Postal Service provides services in all segments: Priority Mail Express in the overnight segment, Priority and First-Class Mail in the two- and three-day segment, and Parcel Select and Package Services in the ground segment.

Postal Service Package Volume

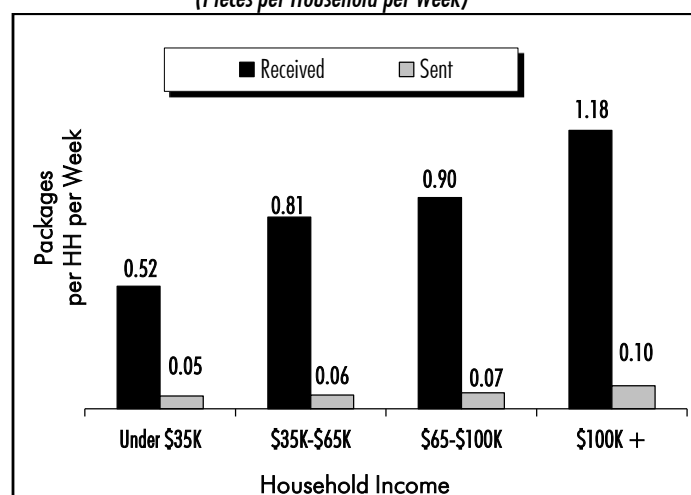
Compared to other types of mail, such as letters or ads, the number of packages captured in the Household Diary Study survey is small, as most households do not receive packages regularly on a daily or weekly basis as they do with the mail. The interpretation of the results should be conducted with this in mind.

Packages and Household Characteristics

Income, Education, and Age

According to survey findings, high-income households received significantly more packages than their less affluent counterparts (see Fig. 7.1). In fact, households in the highest income bracket received more than twice the number of packages than those earning less than \$35,000. The age of heads of household was another factor influencing the number of packages received. As shown in Table 7.1, heads of household between 35 and 54 years of age on average received more packages than either the younger or older age cohorts. The reason for receiving more packages is typically related to higher incomes associated with individuals in the 35-54 age range. When looking at packages sent in Table 7.2, it once again shows that heads of household in the 35-54 age range sent more packages than other age cohorts. Within each income bracket, however, this relationship did not always apply.

Figure 7.1:
Postal Service Sent and Received Packages by Household Income
(Pieces per Household per Week)



Source: HDS Diary Sample, FY 2020.

Base: Packages Sent and Received by Households and Delivered by U.S. Postal Service.

Table 7.1:
Postal Service Received Packages by Income and Age
(Pieces per Household per Week)

Household Income (Thousands)	Age of Head of Household			Average
	Under 35	35 to 54	Over 55	
Under \$35	0.41	0.61	0.53	0.52
\$35 to \$65	0.75	1.04	0.72	0.81
\$65 to \$100	1.02	0.85	0.88	0.90
Over \$100	0.93	1.23	1.22	1.18
Average	0.86	0.99	0.83	0.89

Source: HDS Diary Sample, FY 2020.

Table 7.2:
Postal Service Sent Packages by Income and Age
(Pieces per Household per Week)

Household Income (Thousands)	Age of head of Household			Average
	Under 35	35 to 54	Over 55	
Under \$35	0.02	0.07	0.07	0.05
\$35 to \$65	0.06	0.07	0.06	0.06
\$65 to \$100	0.01	0.10	0.07	0.07
Over \$100	0.05	0.11	0.10	0.10
Average	0.04	0.10	0.07	0.07

Source: HDS Diary Sample, FY 2020.

Tables 7.3 and 7.4 illustrate the impact of education on the volume of packages received and sent by households. Heads of household with college degrees on average received more packages than those with

less education. For packages sent, however, there was no discernable relationship between packages sent and educational levels (Table 7.4).

Table 7.3:
Postal Service Received Packages by Income and Education
(Pieces per Household per Week)

Household Income (Thousands)	Education of Head of Household				Average
	Less than High School	High School Graduate	Some College or Technical School	College Graduate	
Under \$35	0.46	0.48	0.54	0.61	0.52
\$35 to \$65	0.93	0.70	0.80	0.90	0.81
\$65 to \$100	0.73	0.84	0.98	0.91	0.90
Over \$100	0.61	1.30	1.21	1.16	1.18
Average	0.68	0.75	0.85	1.01	0.89

Source: HDS Diary Sample, FY 2020.

Table 7.4:
Postal Service Sent Packages by Income and Education
(Pieces per Household per Week)

Household Income (Thousands)	Education of Head of Household				Average
	Less than High School	High School Graduate	Some College or Technical School	College Graduate	
Under \$35	0.08	0.07	0.03	0.03	0.05
\$35 to \$65	0.19	0.02	0.03	0.09	0.06
\$65 to \$100	0.00	0.05	0.08	0.08	0.07
Over \$100	0.00	0.22	0.07	0.08	0.10
Average	0.08	0.08	0.06	0.08	0.07

Source: HDS Diary Sample, FY 2020.

Household Size

As would be expected, Table 7.5 shows that two-person households received and sent significantly more packages than one-person households. It also shows that larger family households, with more than two members, received more packages than households with fewer members. This however does not necessarily hold true for packages sent by households with more than two family members.

In Table 7.6 we see that households with two or more adults received more packages than those with one adult. For packages sent, while households with two adults sent more than two times the number of packages sent by one-adult households, those with three or more adults reported sending fewer packages than those with two adults.

Table 7.5:
Postal Service Received and Sent Packages
by Size of Household
(Pieces per Household per Week)

Household Size	Received	Sent
One person	0.57	0.04
Two	0.86	0.09
Three	0.99	0.08
Four	1.19	0.08
Five or more	1.23	0.08
Average	0.89	0.07

Source: HDS Diary Sample, FY 2020.

Table 7.6:
Postal Service Received and Sent Packages
by Number of Adults in Household
(Pieces per Household per Week)

Number of Adults	Received	Sent
One	0.58	0.04
Two	0.95	0.09
Three or more	1.14	0.07
Average	0.89	0.07

Source: HDS Diary Sample, FY 2020.

Internet Access

The number of packages households received was found to be strongly influenced by access to the Internet. In Table 7.7, the number of packages sent and received by households with Internet access was almost three times larger than the number received by households without access. By enabling households to shop online from their homes, the Internet has emerged as a key generator of packages and deliveries for the Postal Service.

In FY 2020, households with Internet access received and sent almost three times more packages than those without access.

Table 7.7:
Received and Sent Packages
by Household Internet Access
(Pieces per Household per Week)

Type of Internet Access	Received	Sent
Broadband	0.92	0.08
Dial-up	0.55	0.03
None	0.37	0.03
Others	0.81	0.56
Average	0.89	0.07

Source: HDS Diary Sample, FY 2020.

Table 7.8 shows that (as expected) online-shoppers packages received more than three times more packages than not-online shopping households. Online shopper also sent more than two times as many packages than those who do not shop online.

Table 7.8:
Received and Sent Packages
by Household Online Shopping Behavior
(Pieces per Household per Week)

Shopping Online?	Received	Sent
Yes	0.96	0.07
No	0.27	0.03

Source: HDS Diary Sample, FY 2020.

Household Package Contents

As shown in Table 7.9, the majority of packages received by households contained clothing items (28%). Household products (14%), pharmaceuticals (13%), cosmetics (9%) and books (7%) were the next most common types of content—a sign that online purchases were primary drivers of packages received by households.

The majority of packages sent by households also contained clothing items (28%), followed by music videos (17%) and toys (11%). These items are often part of the high volume of packages households send during the holiday season.

Table 7.9:
Contents of Postal Service Sent and Received Packages

Contents	Volume (Millions of Pieces)					
	2018		2019		2020	
	Sent	Received	Sent	Received	Sent	Received
Clothing/Footwear/Shoes	141	1,301	131	1,296	135	1,666
Household/Kitchen/Lawn and garden products	18	582	18	514	23	814
Health/Medical/Dental/Vision products	9	662	12	658	21	762
Cosmetics/Beauty products/Toiletries	7	327	3	364	12	508
Book(s)	24	463	14	336	22	432
Electronic equipment	17	285	13	229	28	333
Food Products	4	190	2	194	1	287
Music/Video	138	287	86	241	85	229
Toys	15	218	15	184	56	214
Computer hardware, software, or accessories	9	141	3	146	4	161
Photos/Film	1	62	0	35	1	41
Travel products or information	6	60	1	65	2	34
Checkbooks	0	25	0	13	0	19
Other Contents	57	973	58	866	109	1,029
Total Packages	425	5,042	345	4,698	489	5,915

Table 7.9:
Contents of Postal Service Sent and Received Packages (cont.)

Contents	Percent of Pieces					
	2018		2019		2020	
	Sent	Received	Sent	Received	Sent	Received
Clothing/Footwear/Shoes	33%	26%	38%	28%	28%	28%
Household/Kitchen/Lawn and garden products	4%	12%	5%	11%	5%	14%
Health/Medical/Dental/Vision products	2%	13%	3%	14%	4%	13%
Cosmetics/Beauty products/Toiletries	2%	6%	1%	8%	2%	9%
Book(s)	6%	9%	4%	7%	4%	7%
Electronic equipment	4%	6%	4%	5%	6%	6%
Food Products	1%	4%	1%	4%	0%	5%
Music/Video	33%	6%	25%	5%	17%	4%
Toys	4%	4%	4%	4%	11%	4%
Computer hardware, software, or accessories	2%	3%	1%	3%	1%	3%
Photos/Film	0%	1%	0%	1%	0%	1%
Travel products or information	1%	1%	0%	1%	0%	1%
Checkbooks	0%	1%	0%	0%	0%	0%
Other Contents	13%	19%	17%	18%	22%	17%
Total Packages	100%	100%	100%	100%	100%	100%

Source: HDS Diary Sample, FY 2018, 2019, and 2020.

Notes:

Contents questions are multiple response; as such, total packages do not equal the sum for each column.

Does not include contents for which no answer was given (DK/RF).

Music/Video packages include 0.2 billion pieces of CD/DVDs sent and received, reported in First-Class Mail letters in Tables E.1, 1.5, and 1.6



Appendix A: Annual Trends

Table A8-1 First Class Mail Received by Type Pieces in Millions Years 2000 - 2020 (Diary Data)																					
	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Correspondence																					
Personal	7,211	7,456	7,154	6,457	6,561	5,870	6,079	5,610	5,646	5,225	4,855	4,301	4,266	3,895	3,603	3,249	3,157	3,136	3,061	2,803	2,345
Greeting Cards	4,052	4,472	4,456	3,816	4,014	3,586	3,935	3,571	3,652	3,368	3,278	3,083	3,069	2,767	2,562	2,251	2,243	2,265	2,320	1,967	1,559
Letter from Friend or Relative	1,769	1,839	1,629	1,467	1,385	1,227	1,138	1,116	1,046	956	837	701	693	652	592	588	493	515	436	464	499
Other Personal	1,391	1,145	1,070	1,174	1,161	1,057	1,006	923	948	901	740	517	505	477	449	410	421	356	305	372	288
Business/Government	9,678	10,501	11,081	10,530	10,552	10,967	10,142	10,637	10,068	9,505	9,234	10,586	10,691	10,243	10,644	10,650	10,889	10,866	10,735	10,297	10,277
Notice/ Announcement/ Business Invitation	4,336	5,052	5,546	6,608	6,901	6,640	5,969	6,340	5,693	4,493	4,297	4,403	4,748	4,518	4,905	5,116	5,051	5,049	4,767	4,546	4,492
Tax-Related (Docs, information, forms)	0	0	0	0	0	354	383	513	570	613	526	1,001	991	998	1,062	983	1,174	1,093	1,156	1,159	1,221
Insurance	1,704	1,745	2,142	1,978	1,895	1,966	2,123	2,468	2,468	2,343	2,001	2,602	2,443	2,426	2,571	2,401	2,353	2,442	2,509	2,565	2,222
Other Bus/Gov	3,637	3,704	3,393	1,944	1,755	2,008	1,668	1,317	1,338	2,056	2,410	2,580	2,509	2,301	2,106	2,150	2,310	2,282	2,302	2,026	2,341
Social	2,581	2,570	2,664	2,692	2,336	2,387	2,275	2,581	2,380	2,066	1,905	1,394	1,355	1,359	1,161	1,105	1,098	1,012	979	1,003	999
Notice/ Announcement/ Business Invitation	1,674	1,753	2,084	2,446	2,049	1,866	1,793	2,232	1,674	1,382	1,351	752	773	723	645	608	535	486	512	511	436
Other Social	907	817	580	247	287	520	481	350	706	683	554	642	582	635	516	497	563	526	467	492	564
Total	19,470	20,527	20,899	19,680	19,449	19,224	18,496	18,828	18,095	16,795	15,995	16,281	16,311	15,497	15,408	15,004	15,144	15,015	14,775	14,103	13,621
Transactions																					
Bills	12,456	13,035	13,584	13,732	13,707	13,561	13,367	13,222	13,148	12,429	11,274	11,347	10,824	10,815	10,412	10,219	9,852	9,116	8,761	8,033	7,540
Financial Statements	5,780	7,205	6,492	6,109	6,152	6,272	6,643	6,809	6,294	6,387	5,418	4,655	4,744	4,285	4,514	4,204	3,994	4,051	3,931	3,741	3,871
Credit Card Statement/Bill	2,958	4,423	4,280	4,305	3,926	4,311	4,969	4,980	4,830	4,687	4,091	3,834	4,023	3,454	3,690	3,623	3,742	3,514	3,765	3,334	3,053
Request for donation	947	875	797	729	634	636	708	733	754	617	660	755	687	652	609	596	524	500	547	482	515
Payment/Check/Credit	1,481	1,679	1,635	1,618	1,552	1,437	1,439	1,418	1,324	1,378	1,194	1,009	993	1,055	998	1,039	895	894	740	745	807
Other	893	540	605	504	512	588	544	752	778	677	626	1,307	1,230	1,252	1,131	1,200	1,276	1,139	1,152	896	942
Total	24,514	27,758	27,393	26,997	26,483	26,805	27,669	27,914	27,128	26,175	23,263	22,906	22,501	21,512	21,355	20,881	20,283	19,214	18,896	17,231	16,728
Advertising (Ads Only)																					
	9,471	11,153	11,045	10,221	9,259	10,782	10,344	9,034	8,257	6,648	6,115	5,448	5,021	4,240	3,925	3,593	3,826	3,712	3,504	3,973	3,470
CD/DVD/Video Games¹																					
	N/A	N/A	N/A	N/A	N/A	N/A	N/A	640	806	937	942	1,040	543	466	374	312	217	212	170	134	102
DK/RF²																					
	3,350	1,073	1,192	1,972	2,080	1,972	2,915	2,449	2,971	2,568	3,748	2,598	2,828	2,426	1,768	1,610	1,811	1,641	1,613	1,559	1,423
Total First-Class Received	56,805	60,512	60,529	58,869	57,270	58,783	59,423	58,856	57,250	53,123	50,063	48,272	47,204	44,142	42,830	41,400	41,280	39,794	38,958	36,999	35,345
Note: Beginning in 2010 data was restated due to changes in weighing methodologies. Note: Prior to 2011, historical data were reclassified to reflect movement of some categories between Transaction and Correspondence mail. ¹ CD/DVD/Video Games not collected as a separate category prior to 2007. ² Purpose of Correspondence and Transaction mail was not reported																					

Table A8-2 Shares of First Class Mail Received by Type Years 2000 - 2020 (Diary Data)																					
	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Correspondence																					
Personal	13%	12%	12%	11%	11%	10%	10%	10%	10%	10%	10%	9%	9%	9%	8%	8%	8%	8%	8%	8%	7%
Greeting Cards	7%	7%	7%	6%	7%	6%	7%	6%	6%	6%	7%	6%	7%	6%	6%	5%	5%	6%	6%	5%	4%
Letter from Friend or Relative	3%	3%	3%	2%	2%	2%	2%	2%	2%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Other Personal	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Business/Government	17%	17%	18%	18%	18%	19%	17%	18%	18%	18%	18%	22%	23%	23%	25%	26%	26%	27%	28%	28%	29%
Notice/ Announcement/ Business Invitation	8%	8%	9%	11%	12%	11%	10%	11%	10%	8%	9%	9%	10%	10%	11%	12%	12%	13%	12%	12%	13%
Tax-Related (Docs, information, forms)	0%	0%	0%	0%	0%	1%	1%	1%	1%	1%	1%	2%	2%	2%	2%	2%	3%	3%	3%	3%	3%
Insurance	3%	3%	4%	3%	3%	3%	4%	4%	4%	4%	4%	5%	5%	5%	6%	6%	6%	6%	6%	7%	6%
Other Bus/Gov	6%	6%	6%	3%	3%	3%	3%	2%	2%	4%	5%	5%	5%	5%	5%	5%	6%	6%	6%	5%	7%
Social	5%	4%	4%	5%	4%	4%	4%	4%	4%	4%	4%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%
Notice/ Announcement/ Business Invitation	3%	3%	3%	4%	4%	3%	3%	4%	3%	3%	3%	2%	2%	2%	2%	1%	1%	1%	1%	1%	1%
Other Social	2%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%
Total	34%	34%	35%	33%	34%	33%	31%	32%	32%	32%	32%	34%	35%	35%	36%	36%	37%	38%	38%	38%	39%
Transactions																					
Bills	22%	22%	22%	23%	24%	23%	22%	22%	23%	23%	23%	24%	23%	24%	24%	25%	24%	23%	22%	22%	21%
Financial Statements	10%	12%	11%	10%	11%	11%	11%	12%	11%	12%	11%	10%	10%	10%	11%	10%	10%	10%	10%	10%	11%
Credit Card Statement/Bill	5%	7%	7%	7%	7%	7%	8%	8%	8%	9%	8%	8%	9%	8%	9%	9%	9%	9%	10%	9%	9%
Request for donation	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Payment/Check/Credit	3%	3%	3%	3%	3%	2%	2%	2%	3%	2%	2%	2%	2%	2%	2%	3%	2%	2%	2%	2%	2%
Other	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	3%	3%	3%	3%	3%	3%	3%	3%	2%	3%
Total	43%	46%	45%	46%	46%	46%	47%	47%	47%	49%	46%	47%	48%	49%	50%	50%	49%	48%	49%	47%	47%
Advertising (Ads Only)	17%	18%	18%	17%	16%	18%	17%	15%	14%	13%	12%	11%	11%	10%	9%	9%	9%	9%	9%	11%	10%
CD/DVD/Video Games ¹	N/A	N/A	N/A	N/A	N/A	N/A	N/A	1%	1%	2%	2%	2%	1%	1%	1%	1%	1%	1%	0%	0%	0%
DK/RF ²	6%	2%	2%	3%	4%	3%	5%	4%	5%	5%	7%	5%	6%	5%	4%	4%	4%	4%	4%	4%	4%
Total First-Class Received	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Note: Beginning in 2010 data was restated due to changes in weighing methodologies. Note: Prior to 2011, historical data were reclassified to reflect movement of some categories between Transaction and Correspondence mail. ¹ CD/DVD/Video Games not collected as a separate category prior to 2007.																					

Table A8-3 First Class Mail Sent by type Pieces in Millions Years 2000 - 2020 (Diary Data)																					
	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Correspondence																					
Personal	6,680	7,135	7,154	6,457	6,561	5,870	6,232	5,811	5,646	5,225	4,234	3,547	3,631	3,647	3,160	3,274	2,810	2,471	2,540	2,346	2,187
Greeting Cards	3,818	4,561	4,223	3,958	4,332	4,010	4,294	3,887	3,648	3,496	2,834	2,572	2,705	2,652	2,261	2,263	2,138	1,816	1,850	1,718	1,488
Letter to Friend or Relative	1,915	1,740	1,974	1,561	1,513	1,071	1,240	1,250	1,021	1,120	798	636	667	675	561	678	461	409	468	423	575
Other Personal	947	833	957	938	715	789	699	675	978	609	602	340	259	320	338	332	211	246	221	206	125
Business/Government	2,317	2,080	2,218	1,700	1,747	1,744	1,652	1,679	1,600	1,550	1,094	1,209	1,195	1,106	1,067	1,185	1,080	963	771	816	781
Social	515	387	368	351	420	375	382	453	483	361	263	209	183	163	176	148	157	121	130	158	165
Total	9,512	9,601	9,740	8,508	8,728	7,989	8,266	7,944	7,729	7,136	5,591	4,965	5,009	4,916	4,403	4,607	4,047	3,555	3,441	3,319	3,134
Transactions																					
Bill Payment ²	8,037	9,697	9,705	10,104	9,801	8,970	8,734	8,365	6,995	6,494	5,632	5,517	5,098	4,513	4,470	4,383	3,753	3,341	3,100	2,784	2,467
Orders/Rebate request	853	734	774	739	734	769	612	560	537	454	279	359	321	247	249	224	189	190	157	143	169
Donations	578	572	574	536	598	560	524	550	657	521	345	355	391	330	332	288	286	260	251	247	304
Total	9,468	11,002	11,054	11,379	11,133	10,300	9,869	9,475	8,189	7,469	6,257	6,231	5,810	5,089	5,051	4,894	4,228	3,791	3,508	3,174	2,940
CD/DVD/Video Games ¹	N/A	N/A	N/A	N/A	N/A	N/A	N/A	540	774	932	700	758	380	360	318	218	174	168	130	80	63
DK/RF ³	361	211	241	171	167	234	253	426	395	251	208	112	134	126	119	139	143	128	189	95	121
Total First-Class Sent	19,341	20,814	21,035	20,057	20,029	18,523	18,387	18,384	17,087	15,788	12,755	12,066	11,333	10,492	9,891	9,859	8,592	7,641	7,268	6,668	6,258
Note: Beginning in 2010 data was restated due to changes in weighing methodologies.																					
¹ CD/DVD/Video Games not collected as a separate category prior to 2007.																					
² Payments were restated 2000-2009																					
³ Combination of Correspondence and Transactions (Purpose is unknown)																					

Table A8-4 Shares of First Class Mail Sent by type Years 2000 - 2020 (Diary Data)																					
	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Correspondence																					
Personal	35%	34%	34%	32%	33%	32%	34%	32%	33%	33%	33%	29%	32%	35%	32%	33%	33%	32%	35%	35%	35%
Greeting Cards	20%	22%	20%	20%	22%	22%	23%	21%	21%	22%	22%	21%	24%	25%	23%	23%	25%	24%	25%	26%	24%
Letter to Friend or Relative	10%	8%	9%	8%	8%	6%	7%	7%	6%	7%	6%	5%	6%	6%	6%	7%	5%	5%	6%	6%	9%
Other Personal	5%	4%	5%	5%	4%	4%	4%	4%	6%	4%	5%	3%	2%	3%	3%	3%	2%	3%	3%	3%	2%
Business/Government	12%	10%	11%	8%	9%	9%	9%	9%	9%	10%	9%	10%	11%	11%	11%	12%	13%	13%	11%	12%	12%
Social	3%	2%	2%	2%	2%	2%	2%	2%	3%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	3%
Total	49%	46%	46%	42%	44%	43%	45%	43%	45%	45%	44%	41%	44%	47%	45%	47%	47%	47%	47%	50%	50%
Transactions																					
Bill Payment ²	42%	47%	46%	50%	49%	48%	47%	46%	41%	41%	44%	46%	45%	43%	45%	44%	44%	44%	43%	42%	39%
Orders	4%	4%	4%	4%	4%	4%	3%	3%	3%	3%	2%	3%	3%	2%	3%	2%	2%	2%	2%	2%	3%
Donations	3%	3%	3%	3%	3%	3%	3%	3%	4%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	4%	5%
Total	49%	53%	53%	57%	56%	56%	54%	52%	48%	47%	49%	52%	51%	49%	51%	50%	49%	50%	48%	48%	47%
CD/DVD/Video Games¹																					
	N/A	N/A	N/A	N/A	N/A	N/A	N/A	3%	5%	6%	5%	6%	3%	3%	3%	2%	2%	2%	2%	1%	1%
DK/RF																					
	2%	1%	1%	1%	1%	1%	1%	2%	2%	2%	2%	1%	1%	1%	1%	1%	2%	2%	3%	1%	2%
Total First-Class Sent																					
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Note: Beginning in 2010 data was restated due to changes in weighing methodologies. ¹ CD/DVD/Video Games not collected as a separate category prior to 2007. ² Payments were restated 2000-2009																					

Table A8-5a
Bills and Statements Received
Pieces in Millions by Sender Type
Years 2000 - 2020 (Diary Data)

Payee	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Financial																					
Credit Card	2,916	3,803	3,664	3,791	3,601	4,007	3,838	3,601	3,619	4,687	4,091	3,834	4,023	3,454	3,690	3,623	3,742	3,532	3,760	3,349	3,051
Bank, S&L, Credit Union	4,182	4,931	4,973	4,724	4,829	4,941	5,406	5,463	4,933	4,951	4,216	3,703	3,517	3,474	3,531	3,264	3,015	2,960	2,821	2,596	2,537
Insurance Company ¹	2,338	2,442	2,858	2,650	2,629	2,643	2,698	2,806	2,824	2,721	2,459	1,668	1,661	1,725	1,719	1,740	1,667	1,704	1,498	1,362	1,437
Real Estate/Mortgage	281	396	383	430	416	498	437	494	433	428	376	317	313	390	374	318	397	356	342	306	382
Other Financial	2,010	2,354	1,955	1,592	1,746	1,686	1,852	1,968	1,842	1,774	1,578	1,543	1,654	1,331	1,401	1,426	1,353	1,280	1,253	1,273	1,282
Total Financial	11,727	13,927	13,833	13,187	13,220	13,776	14,230	14,332	13,652	14,561	12,719	11,064	11,168	10,376	10,716	10,370	10,175	9,832	9,674	8,886	8,689
Merchants																					
Department Store	736	783	766	709	707	659	756	792	980	161	129	32	63	59	54	49	38	62	34	18	9
Publisher	629	609	578	533	499	553	490	489	409	387	300	327	290	275	202	210	158	146	163	107	119
Mail Order Company	385	352	292	223	284	159	200	216	157	137	139	101	88	71	77	94	65	49	34	16	10
Other Merchants	458	484	468	517	544	525	555	591	620	370	221	163	171	164	148	136	164	141	164	145	89
Total Merchants	2,207	2,229	2,103	1,981	2,035	1,895	2,001	2,086	2,166	1,055	790	623	612	569	482	488	424	399	395	287	227
Services																					
Telephone /Cable Company	2,701	3,189	3,278	3,505	3,291	3,260	3,318	3,016	2,967	2,670	2,287	2,436	2,367	2,134	2,050	1,821	1,730	1,634	1,493	1,353	1,232
Utility Company	2,031	2,494	2,555	2,618	2,702	2,602	2,566	2,657	2,730	2,591	2,444	2,494	2,329	2,416	2,304	2,433	2,335	2,384	2,268	2,141	2,082
Medical and Other Professional	1,900	2,023	2,014	2,221	2,099	2,079	2,200	2,224	2,108	2,269	2,299	2,069	1,936	1,947	2,026	1,846	1,953	1,575	1,692	1,561	1,318
Other Service	672	656	647	620	525	594	554	479	512	456	393	404	402	387	352	369	376	313	372	326	403
Total Service	7,304	8,362	8,494	8,965	8,617	8,534	8,637	8,376	8,317	7,986	7,423	7,403	7,035	6,884	6,731	6,469	6,395	5,906	5,826	5,381	5,035
Manufacturers																					
Government	89	99	103	102	87	81	128	156	183	64	59	51	26	21	47	46	27	26	18	24	28
Social	604	978	835	920	838	872	907	844	793	718	671	501	530	520	470	493	386	389	401	407	385
Other/Don't Know/Refused	248	225	271	195	190	190	228	202	193	184	173	159	191	159	127	136	149	100	113	87	80
Total - All Industries	22,351	25,904	25,747	25,436	25,115	25,434	26,212	26,115	25,395	24,622	21,874	19,836	19,591	18,554	18,617	18,046	17,589	16,681	16,457	15,109	14,464

Note: Beginning in 2010 data was restated due to changes in weighing methodologies.

Table A8-6 Shares of Bills Paid by Method Years 2000 - 2020 (Recruitment Data)																					
Method	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Mail	81%	80%	75%	74%	69%	67%	62%	60%	54%	50%	47%	44%	40%	37%	34%	31%	27%	30%	27%	23%	21%
Internet using a Computer	2%	4%	4%	7%	10%	12%	15%	18%	25%	28%	29%	31%	31%	33%	35%	34%	34%	31%	31%	32%	30%
Internet using Mobile Phone	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	2%	2%	3%	4%	7%	8%	10%	12%	14%
Internet using Other Device	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	2%	3%	6%	5%	3%	3%	3%	3%
Auto Deduction from Bank	8%	8%	9%	9%	10%	11%	11%	11%	11%	12%	13%	13%	14%	14%	14%	14%	15%	15%	15%	17%	18%
In Person	8%	7%	8%	7%	6%	6%	6%	5%	6%	5%	5%	5%	5%	5%	4%	4%	4%	4%	4%	3%	3%
Credit Card	N/A	N/A	2%	2%	3%	3%	3%	3%	3%	3%	3%	3%	4%	4%	4%	4%	5%	5%	6%	6%	7%
Telephone	1%	2%	1%	2%	2%	2%	3%	2%	2%	2%	2%	3%	3%	3%	3%	3%	3%	4%	4%	4%	3%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Total Electronic ¹	11%	13%	17%	20%	25%	28%	32%	35%	41%	45%	48%	51%	55%	59%	62%	65%	69%	66%	69%	73%	76%
Note: Beginning in 2010 data was restated due to changes in weighing methodologies. ¹ Includes bills paid by Internet, Auto Deduction from Bank Account, Credit Card, and Telephone																					

Table A8-7 Shares of Households using Method of Paying Bills Years 2000 - 2020 (Recruitment Data)																					
Method	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Mail	95%	94%	95%	95%	95%	94%	92%	93%	89%	87%	84%	79%	78%	74%	71%	69%	68%	63%	59%	56%	55%
Internet using a Computer	4%	8%	12%	16%	23%	28%	33%	37%	43%	48%	51%	54%	55%	59%	61%	61%	63%	56%	55%	58%	57%
Internet using Mobile Phone	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	7%	11%	11%	15%	23%	22%	26%	31%	35%
Internet using Other Device	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	2%	5%	7%	12%	12%	8%	8%	8%	9%
Auto Deduction from Bank Account	34%	35%	43%	45%	51%	54%	53%	56%	49%	48%	52%	50%	55%	55%	54%	54%	61%	52%	54%	57%	60%
In Person	33%	29%	33%	34%	32%	31%	35%	31%	30%	26%	29%	28%	31%	27%	24%	24%	25%	22%	23%	19%	18%
Credit Card	N/A	N/A	15%	17%	19%	22%	24%	23%	19%	16%	19%	18%	21%	22%	20%	21%	27%	23%	25%	27%	30%
Telephone	4%	7%	9%	10%	11%	14%	15%	13%	12%	12%	13%	16%	18%	18%	16%	17%	19%	18%	18%	16%	16%
Note: Beginning in 2010 data was restated due to changes in weighing methodologies.																					

Table A8-8 Type of Payments made by Mail Pieces in Millions by Payee Type Years 2000 - 2020 (Diary Data)																					
Payee	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Financial																					
Credit Card	1,811	2,085	2,072	2,222	2,094	1,910	1,791	1,654	1,484	1,306	1,185	1,111	1,085	861	889	871	791	718	674	632	526
Bank, S&L, Credit Union	534	674	718	718	677	692	579	621	516	441	399	376	333	236	271	319	257	180	198	170	114
Insurance Company	608	650	735	713	762	668	687	645	552	549	486	478	407	389	410	383	343	304	291	259	252
Real Estate/Mortgage	261	286	285	293	334	330	313	302	219	225	228	219	168	182	157	175	129	153	98	81	113
Other Financial	119	112	81	94	50	65	79	78	72	42	37	26	27	36	31	35	43	26	18	21	13
Total Financial	3,334	3,807	3,892	4,041	3,916	3,666	3,449	3,301	2,843	2,564	2,336	2,210	2,020	1,704	1,758	1,783	1,562	1,380	1,280	1,163	1,018
Merchants																					
Department Store	341	330	395	344	312	359	289	269	276	120	105	66	67	57	59	59	55	50	12	22	13
Publisher	355	354	382	353	328	267	286	238	241	204	151	157	159	179	112	104	83	72	68	77	87
Mail Order Company	212	240	206	183	170	149	178	124	95	86	82	52	50	52	52	47	53	47	35	12	10
Other Merchants	169	184	151	167	154	136	184	176	156	130	91	95	115	75	90	56	62	60	55	53	53
Total Merchants	1,077	1,108	1,134	1,047	964	911	937	806	768	540	429	369	391	362	313	266	253	229	170	164	162
Services																					
Telephone /Cable Company	1,400	1,828	1,780	2,023	1,846	1,633	1,670	1,499	1,046	1,036	880	884	777	653	593	544	470	401	393	316	322
Utility Company	1,020	1,444	1,357	1,453	1,591	1,363	1,324	1,317	1,057	1,140	952	920	912	818	780	785	633	627	539	520	421
Medical and Other Professional	434	559	565	634	660	605	613	675	639	636	543	537	520	476	542	520	421	339	360	226	228
Other Service	382	385	375	378	343	329	335	316	255	227	203	247	212	192	189	190	171	156	163	166	140
Total Service	3,236	4,216	4,078	4,488	4,440	3,931	3,942	3,807	2,997	3,038	2,577	2,588	2,421	2,139	2,104	2,039	1,695	1,523	1,456	1,228	1,110
Manufacturers																					
Manufacturers	17	41	25	51	36	28	21	25	30	12	7	9	10	6	8	9	12	10	5	8	8
Government	214	315	331	300	328	322	262	333	275	262	238	140	141	122	136	127	116	110	92	100	80
Social	98	59	116	61	4	29	24	0	0	0	0	106	71	97	63	65	54	60	55	68	39
Other/Don't Know/Refused	59	146	129	116	113	83	99	94	82	77	46	96	45	84	90	93	60	28	43	53	49
Total – All Industries																					
Total – All Industries	8,037	9,693	9,705	10,104	9,801	8,970	8,734	8,365	6,995	6,494	5,632	5,517	5,098	4,513	4,470	4,383	3,753	3,341	3,100	2,784	2,467
Note: Beginning in 2010 data was restated due to changes in weighing methodologies. Note: Payments were restated 2000-2009.																					

Table A8-9 Type of Payments made by Mail Percent of Bill Payments by Payee Type Years 2000 - 2020 (Diary Data)																					
Payee	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Financial																					
Credit Card	23%	22%	21%	22%	21%	21%	21%	20%	21%	20%	21%	20%	21%	19%	20%	20%	21%	21%	22%	23%	21%
Bank, S&L, Credit Union	7%	7%	7%	7%	7%	8%	7%	7%	7%	7%	7%	7%	7%	5%	6%	7%	7%	5%	6%	6%	5%
Insurance Company	8%	7%	8%	7%	8%	7%	8%	8%	8%	8%	9%	9%	8%	9%	9%	9%	9%	9%	9%	9%	10%
Real Estate/Mortgage	3%	3%	3%	3%	3%	4%	4%	4%	3%	3%	4%	4%	3%	4%	4%	4%	3%	5%	3%	3%	5%
Other Financial	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Total Financial	41%	39%	40%	40%	40%	41%	39%	39%	41%	39%	41%	40%	40%	38%	39%	41%	42%	41%	41%	42%	41%
Merchants																					
Department Store	4%	3%	4%	3%	3%	4%	3%	3%	4%	2%	2%	1%	1%	1%	1%	1%	1%	2%	0%	1%	1%
Publisher	4%	4%	4%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%	4%	3%	2%	2%	2%	2%	3%	4%
Mail Order Company	3%	2%	2%	2%	2%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	0%	0%
Other Merchants	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%	2%	2%	2%	2%	2%
Total Merchants	13%	11%	12%	10%	10%	10%	11%	10%	11%	8%	8%	7%	8%	8%	7%	6%	7%	7%	5%	6%	7%
Services																					
Telephone /Cable Company	17%	19%	18%	20%	19%	18%	19%	18%	15%	16%	16%	16%	15%	14%	13%	12%	13%	12%	13%	11%	13%
Utility Company	13%	15%	14%	14%	16%	15%	15%	16%	15%	18%	17%	17%	18%	18%	17%	18%	17%	19%	17%	19%	17%
Medical and Other Professional	5%	6%	6%	6%	7%	7%	7%	8%	9%	10%	10%	10%	10%	11%	12%	12%	11%	10%	12%	8%	9%
Other Service	5%	4%	4%	4%	4%	4%	4%	4%	4%	3%	4%	4%	4%	4%	4%	4%	5%	5%	5%	6%	6%
Total Service	40%	44%	42%	44%	45%	44%	45%	46%	43%	47%	46%	47%	47%	47%	47%	47%	45%	46%	47%	44%	45%
Manufacturers																					
Government	3%	3%	3%	3%	3%	4%	3%	4%	4%	4%	4%	3%	3%	3%	3%	3%	3%	3%	3%	4%	3%
Social	1%	1%	1%	1%	0%	0%	0%	0%	0%	0%	0%	2%	1%	2%	1%	1%	1%	2%	2%	2%	2%
Other/Don't Know/Refused	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	2%	2%	2%	2%	1%	1%	2%	2%
Total - All Industries																					
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Note: Beginning in 2010 data was restated due to changes in weighing methodologies.																					

Note: Beginning in 2010 data was restated due to changes in weighing methodologies.

Table A8-10
Share of Households by Internet Access type
Years 2000 - 2020 (Recruitment Data)

Type of Access	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
None	N/A	N/A	N/A	N/A	29%	28%	28%	23%	22%	21%	21%	18%	17%	13%	13%	11%	10%	10%	8%	7%	6%
Total Internet Access	N/A	N/A	N/A	N/A	71%	72%	72%	77%	78%	79%	78%	81%	83%	86%	87%	88%	89%	89%	90%	93%	94%
Dial-up	N/A	N/A	N/A	N/A	38%	35%	28%	20%	13%	8%	6%	3%	3%	2%	1%	1%	1%	1%	1%	0%	1%
Cable Modem					14%	16%	20%	25%	27%	30%	34%	38%	41%	44%	85%	86%	88%	88%	89%	91%	92%
Other Broadband					6%	5%	5%	4%	6%	6%	10%	14%	14%	17%							
DSL					10%	13%	18%	26%	30%	31%	25%	23%	23%	20%							
Other/ Did Not Specify Connection					3%	3%	2%	2%	2%	3%	4%	3%	2%	3%	1%	1%	1%	1%	1%	1%	2%
DK/RF/Missing					0%	0%	0%	0%	0%	0%	0%	1%	0%	1%	1%	1%	1%	1%	1%	0%	0%
Total	N/A	N/A	N/A	N/A	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Note: Beginning in 2010 data was restated due to changes in weighing methodologies.

Note: All types of Broadband services are combined beginning in 2014

Table A8-11 Number of Purchases Made over the Internet over the past month Percent of Households Years 2000 - 2020 (Recruitment Data)																					
	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
All Households																					
None	86%	89%	78%	74%	70%	69%	60%	57%	56%	52%	52%	46%	45%	40%	37%	36%	34%	29%	24%	19%	16%
1	6%	4%	8%	10%	11%	11%	9%	9%	8%	9%	8%	8%	9%	9%	8%	8%	8%	6%	6%	6%	4%
2	3%	3%	5%	6%	8%	8%	10%	10%	10%	11%	10%	12%	10%	11%	11%	11%	11%	10%	10%	9%	8%
3-5	3%	3%	6%	7%	8%	8%	14%	15%	16%	18%	17%	20%	20%	22%	25%	25%	24%	30%	27%	28%	27%
6-10	1%	1%	2%	2%	2%	3%	5%	6%	6%	7%	8%	9%	10%	11%	12%	14%	14%	16%	20%	21%	23%
More than 10	0%	0%	1%	1%	1%	1%	2%	3%	3%	4%	5%	5%	6%	7%	7%	8%	9%	9%	14%	16%	22%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Households that Made 1+ purchases																					
1	42%	36%	37%	38%	36%	35%	23%	20%	19%	18%	16%	15%	16%	15%	13%	12%	12%	9%	8%	8%	5%
2	23%	26%	25%	23%	26%	25%	24%	23%	23%	22%	21%	22%	18%	18%	18%	17%	16%	14%	13%	12%	9%
3-5	24%	28%	26%	26%	28%	27%	35%	35%	36%	37%	36%	37%	36%	37%	39%	38%	37%	42%	35%	35%	32%
6-10	7%	7%	8%	9%	8%	8%	13%	15%	15%	15%	16%	16%	18%	18%	19%	21%	21%	23%	26%	26%	28%
More than 10	3%	3%	3%	4%	3%	4%	5%	7%	8%	9%	10%	10%	12%	12%	11%	12%	14%	13%	18%	20%	26%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Note: Beginning in 2010 data was restated due to changes in weighing methodologies.																					

Table A8-12 First Class and Marketing Mail Advertising Pieces in Millions Years 2000 - 2020 (Diary Data)																					
	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
First-Class Advertising	16,875	19,556	18,797	18,012	16,748	18,631	17,998	16,888	16,445	14,482	12,793	12,710	11,437	9,709	8,987	8,370	8,292	7,795	7,594	7,475	6,279
Advertising Only	9,471	11,153	11,045	10,221	9,259	10,782	10,344	9,034	8,257	6,648	6,115	5,448	5,021	4,240	3,925	3,593	3,826	3,712	3,504	3,973	3,470
Secondary Advertising	7,404	8,402	7,752	7,791	7,489	7,849	7,653	7,854	8,187	7,834	6,678	7,262	6,416	5,469	5,062	4,776	4,466	4,083	4,090	3,503	2,809
Marketing Ads ¹	60,496	72,174	71,097	74,218	78,142	84,335	87,561	84,072	83,600	71,226	72,934	77,747	73,874	74,365	71,788	71,631	71,754	69,075	67,681	65,686	54,867
Total Ads	77,370	91,729	89,893	92,230	94,889	102,967	105,559	100,960	100,045	85,709	85,727	90,457	85,311	84,074	80,775	80,001	80,046	76,871	75,275	73,161	61,146
First-Class Ads Share of Total Ads	22%	21%	21%	20%	18%	18%	17%	17%	16%	17%	15%	14%	13%	12%	11%	10%	10%	10%	10%	10%	10%
Note: Beginning in 2010 data was restated due to changes in weighing methodologies.																					

Table A8-13A
First Class and Marketing Mail Advertising By Sender Type
Pieces in Millions
Years 2000 - 2020 (Diary Data)

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
First-Class Ads ¹																					
Financial	6,633	8,020	8,223	7,615	7,218	8,685	7,948	6,696	6,003	5,418	4,632	4,651	4,231	3,366	3,394	3,378	3,214	3,146	3,174	3,086	2,676
Merchants	4,753	5,219	4,369	4,225	3,923	4,096	3,956	3,681	3,621	2,438	2,422	2,172	2,186	1,832	1,817	1,594	1,517	1,385	1,391	1,403	1,137
Services	3,848	4,628	4,704	4,671	4,309	4,368	4,541	4,904	5,134	5,285	4,472	4,767	4,068	3,496	2,931	2,668	2,712	2,579	2,271	2,196	1,723
Manufacturers	328	418	395	418	408	409	373	469	476	329	262	212	165	190	148	153	202	174	115	178	142
Government	262	306	285	283	281	415	427	349	334	307	296	289	219	264	210	138	169	145	161	157	195
Social	891	900	723	694	564	599	675	704	695	659	611	587	549	538	458	421	438	342	450	434	372
Other	159	64	98	107	44	59	78	84	181	46	98	31	20	24	28	17	41	25	32	22	34
Total	16,875	19,556	18,797	18,012	16,748	18,631	17,998	16,888	16,445	14,482	12,793	12,710	11,437	9,709	8,987	8,370	8,292	7,795	7,594	7,475	6,279
Standard Ads ²																					
Financial	8,156	12,641	13,397	13,961	16,306	19,471	19,971	17,975	17,554	12,818	14,809	18,472	15,404	15,775	15,437	15,687	17,177	16,567	16,269	16,658	12,651
Merchants	23,645	29,709	28,707	27,623	27,904	29,162	30,461	29,997	28,935	25,560	24,990	25,427	24,241	23,092	23,281	22,034	21,687	20,819	19,701	17,137	13,672
Services	6,194	9,099	8,213	8,932	9,082	10,159	9,792	11,035	11,727	10,450	10,798	11,324	10,813	11,641	11,365	11,874	11,902	11,391	11,107	11,011	8,899
Manufacturers	846	1,220	1,102	1,401	1,399	1,708	1,603	1,610	1,535	1,538	1,560	1,638	1,579	1,642	971	1,250	1,333	1,260	1,032	1,173	858
Government	1,053	1,089	1,192	973	1,166	1,284	1,636	1,416	1,580	1,056	1,046	976	1,068	992	892	921	951	908	1,018	1,089	1,428
Social	11,911	10,632	10,768	12,735	13,157	13,789	14,270	13,864	13,986	12,395	12,367	12,739	13,503	13,984	12,799	12,689	11,988	11,665	12,232	12,534	11,980
From Multiple Organizations	4,500	6,149	6,211	7,143	7,365	7,363	8,222	7,067	7,345	6,690	6,484	6,678	6,704	6,591	6,590	6,815	6,183	6,100	5,839	5,638	4,997
Other	4,190	1,634	1,508	1,450	1,763	1,400	1,606	1,108	937	719	880	494	563	647	453	361	534	366	483	447	383
Total	60,496	72,174	71,097	74,218	78,142	84,335	87,561	84,072	83,600	71,226	72,934	77,747	73,874	74,365	71,788	71,631	71,754	69,075	67,681	65,686	54,867
Total Ads																					
Financial	14,789	20,661	21,619	21,576	23,524	28,156	27,919	24,671	23,557	18,236	19,441	23,123	19,634	19,141	18,831	19,065	20,391	19,713	19,442	19,743	15,327
Merchants	28,398	34,928	33,075	31,848	31,828	33,258	34,417	33,678	32,556	27,998	27,411	27,599	26,427	24,924	25,098	23,628	23,203	22,204	21,093	18,539	14,808
Services	10,043	13,728	12,917	13,603	13,391	14,527	14,334	15,939	16,861	15,735	15,270	16,092	14,881	15,137	14,296	14,542	14,613	13,970	13,378	13,208	10,622
Manufacturers	1,174	1,638	1,497	1,819	1,807	2,117	1,975	2,079	2,011	1,867	1,822	1,850	1,744	1,832	1,119	1,403	1,535	1,434	1,146	1,351	1,000
Government	1,315	1,395	1,477	1,255	1,448	1,699	2,063	1,765	1,914	1,363	1,342	1,265	1,287	1,257	1,102	1,059	1,120	1,053	1,179	1,245	1,623
Social	12,802	11,532	11,491	13,430	13,721	14,388	14,945	14,568	14,681	13,054	12,978	13,325	14,051	14,522	13,258	13,110	12,426	12,007	12,682	12,968	12,352
From Multiple Organizations	4,500	6,149	6,211	7,143	7,365	7,363	8,222	7,067	7,345	6,690	6,484	6,678	6,704	6,591	6,590	6,815	6,183	6,100	5,839	5,638	4,997
Other	4,349	1,698	1,606	1,557	1,807	1,458	1,685	1,192	1,118	766	979	525	583	671	481	378	574	391	514	469	416
Total	77,370	91,729	89,893	92,230	94,889	102,967	105,559	100,960	100,045	85,709	85,727	90,457	85,311	84,074	80,775	80,001	80,046	76,871	75,275	73,161	61,146
Note: Beginning in 2010 data was restated due to changes in weighing methodologies.																					
¹ Includes Secondary Advertising																					

Table A8-13A2
First Class Advertising ONLY (no secondary) and Marketing Mail By Sender Type
Pieces in Millions
Years 2000 - 2020 (Diary Data)

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
First-Class Ads ¹																					
Financial	3,450	4,205	4,712	4,188	3,798	4,899	4,468	3,410	2,857	1,902	1,655	1,517	1,411	1,160	1,121	1,163	1,195	1,311	1,222	1,534	1,394
Merchants	3,608	4,010	3,374	3,219	2,975	3,115	3,058	2,735	2,572	2,056	2,028	1,777	1,703	1,411	1,493	1,222	1,153	1,063	1,099	1,148	957
Services	1,742	2,279	2,336	2,168	1,910	1,998	2,047	2,222	2,090	2,217	1,966	1,601	1,503	1,204	988	951	1,078	1,068	915	996	825
Manufacturers	287	358	355	371	377	382	334	382	353	290	245	183	133	150	123	106	183	141	95	149	128
Government	113	132	138	123	144	299	323	205	190	156	172	138	64	150	56	26	51	36	39	33	55
Social	163	123	57	53	18	42	44	18	19	0	0	215	191	157	134	119	150	86	129	108	87
Other	107	46	73	100	35	46	69	63	176	28	48	17	15	8	9	7	17	7	4	5	23
Total	9,471	11,153	11,045	10,221	9,259	10,782	10,344	9,034	8,257	6,648	6,115	5,448	5,021	4,240	3,925	3,593	3,826	3,712	3,504	3,973	3,470
Standard Ads ²																					
Financial	8,156	12,641	13,397	13,961	16,306	19,471	19,971	17,975	17,554	12,818	14,809	18,472	15,404	15,775	15,437	15,687	17,177	16,567	16,269	16,658	12,651
Merchants	23,645	29,709	28,707	27,623	27,904	29,162	30,461	29,997	28,935	25,560	24,990	25,427	24,241	23,092	23,281	22,034	21,687	20,819	19,701	17,137	13,672
Services	6,194	9,099	8,213	8,932	9,082	10,159	9,792	11,035	11,727	10,450	10,798	11,324	10,813	11,641	11,365	11,874	11,902	11,391	11,107	11,011	8,899
Manufacturers	846	1,220	1,102	1,401	1,399	1,708	1,603	1,610	1,535	1,538	1,560	1,638	1,579	1,642	971	1,250	1,333	1,260	1,032	1,173	858
Government	1,053	1,089	1,192	973	1,166	1,284	1,636	1,416	1,580	1,056	1,046	976	1,068	992	892	921	951	908	1,018	1,089	1,428
Social	11,911	10,632	10,768	12,735	13,157	13,789	14,270	13,864	13,986	12,395	12,367	12,739	13,503	13,984	12,799	12,689	11,988	11,665	12,232	12,534	11,980
From Multiple Organizations	4,500	6,149	6,211	7,143	7,365	7,363	8,222	7,067	7,345	6,690	6,484	6,678	6,704	6,591	6,590	6,815	6,183	6,100	5,839	5,638	4,997
Other	4,190	1,634	1,508	1,450	1,763	1,400	1,606	1,108	937	719	880	494	563	647	453	361	534	366	483	447	383
Total	60,496	72,174	71,097	74,218	78,142	84,335	87,561	84,072	83,600	71,226	72,934	77,747	73,874	74,365	71,788	71,631	71,754	69,075	67,681	65,686	54,867
Total Ads																					
Financial	11,606	16,846	18,108	18,149	20,104	24,370	24,439	21,385	20,411	14,720	16,464	19,989	16,815	16,935	16,558	16,849	18,371	17,877	17,491	18,192	14,045
Merchants	27,253	33,719	32,081	30,842	30,880	32,277	33,519	32,732	31,508	27,616	27,018	27,204	25,944	24,503	24,774	23,256	22,840	21,883	20,801	18,285	14,629
Services	7,937	11,378	10,549	11,100	10,992	12,157	11,839	13,257	13,817	12,667	12,764	12,925	12,316	12,845	12,353	12,825	12,980	12,459	12,022	12,007	9,724
Manufacturers	1,133	1,578	1,457	1,772	1,776	2,090	1,937	1,992	1,888	1,828	1,805	1,821	1,713	1,792	1,094	1,356	1,516	1,401	1,127	1,321	986
Government	1,166	1,221	1,331	1,095	1,311	1,583	1,959	1,621	1,770	1,212	1,219	1,114	1,132	1,143	948	948	1,002	944	1,057	1,122	1,483
Social	12,074	10,756	10,824	12,788	13,175	13,831	14,315	13,882	14,005	12,395	12,367	12,954	13,693	14,140	12,933	12,807	12,138	11,752	12,361	12,642	12,066
From Multiple Organizations	4,500	6,149	6,211	7,143	7,365	7,363	8,222	7,067	7,345	6,690	6,484	6,678	6,704	6,591	6,590	6,815	6,183	6,100	5,839	5,638	4,997
Other	4,297	1,680	1,581	1,550	1,798	1,446	1,675	1,171	1,113	747	929	511	578	655	462	368	550	372	487	452	406
Total	69,966	83,327	82,142	84,439	87,400	95,117	97,906	93,106	91,857	77,875	79,049	83,195	78,895	78,605	75,713	75,225	75,580	72,788	71,185	69,659	58,337

Note: Beginning in 2010 data was restated due to changes in weighing methodologies.

¹ Excludes Secondary Advertising

Table A8-14
First Class and Marketing Mail Advertising By Sender Type
Percent of Pieces
Years 2000 - 2020 (Diary Data)

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
First-Class Ads ¹																					
Financial	39%	41%	44%	42%	43%	47%	44%	40%	37%	37%	36%	37%	37%	35%	38%	40%	39%	40%	42%	41%	43%
Merchants	28%	27%	23%	23%	23%	22%	22%	22%	22%	17%	19%	17%	19%	19%	20%	19%	18%	18%	18%	19%	18%
Services	23%	24%	25%	26%	26%	23%	25%	29%	31%	36%	35%	38%	36%	36%	33%	32%	33%	33%	30%	29%	27%
Manufacturers	2%	2%	2%	2%	2%	2%	2%	3%	3%	2%	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	2%
Government	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	3%	2%	2%	2%	2%	2%	2%	3%
Social	5%	5%	4%	4%	3%	3%	4%	4%	4%	5%	5%	5%	5%	6%	5%	5%	5%	4%	6%	6%	6%
Other	1%	0%	1%	1%	0%	0%	0%	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Standard Ads ²																					
Financial	13%	18%	19%	19%	21%	23%	23%	21%	21%	18%	20%	24%	21%	21%	22%	22%	24%	24%	24%	25%	23%
Merchants	39%	41%	40%	37%	36%	35%	35%	36%	35%	36%	34%	33%	33%	31%	32%	31%	30%	30%	29%	26%	25%
Services	10%	13%	12%	12%	12%	12%	11%	13%	14%	15%	15%	15%	15%	16%	16%	17%	17%	16%	16%	17%	16%
Manufacturers	1%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%	2%	2%	2%	2%	2%	2%
Government	2%	2%	2%	1%	1%	2%	2%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	2%	2%	3%
Social	20%	15%	15%	17%	17%	16%	16%	16%	17%	17%	17%	16%	18%	19%	18%	18%	17%	17%	18%	19%	22%
From Multiple Organizations	7%	9%	9%	10%	9%	9%	9%	8%	9%	9%	9%	9%	9%	9%	9%	10%	9%	9%	9%	9%	9%
Other	7%	2%	2%	2%	2%	2%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Total Ads																					
Financial	19%	23%	24%	23%	25%	27%	26%	24%	24%	21%	23%	26%	23%	23%	23%	24%	25%	26%	26%	27%	25%
Merchants	37%	38%	37%	35%	34%	32%	33%	33%	33%	33%	32%	31%	31%	30%	31%	30%	29%	29%	28%	25%	24%
Services	13%	15%	14%	15%	14%	14%	14%	16%	17%	18%	18%	18%	17%	18%	18%	18%	18%	18%	18%	18%	17%
Manufacturers	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	1%	2%	2%	2%	2%	2%	2%
Government	2%	2%	2%	1%	2%	2%	2%	2%	2%	2%	2%	1%	2%	1%	1%	1%	1%	1%	2%	2%	3%
Social	17%	13%	13%	15%	14%	14%	14%	14%	15%	15%	15%	15%	16%	17%	16%	16%	16%	16%	17%	18%	20%
From Multiple Organizations	6%	7%	7%	8%	8%	7%	8%	7%	7%	8%	8%	7%	8%	8%	8%	9%	8%	8%	8%	8%	8%
Other	6%	2%	2%	2%	2%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Note: Beginning in 2010 data was restated due to changes in weighing methodologies.

¹ Includes Secondary Advertising

Table A8-15
Treatment Of Advertising Material By Household Income
Percent of Households
Years 2000 - 2020 (Recruitment Data)

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Usually Read - Total	15%	13%	13%	13%	15%	15%	15%	17%	17%	17%	20%	22%	22%	20%	20%	19%	18%	16%	16%	14%	15%
Under \$25K	51%	41%	36%	41%	34%	33%	33%	34%	31%	39%	44%	44%	42%	40%	42%	41%	41%	37%	32%	30%	24%
\$25 - \$ 49.9	28%	28%	26%	27%	30%	29%	29%	29%	27%	25%	26%	22%	23%	24%	26%	26%	25%	31%	30%	31%	33%
\$50 - \$64.9	10%	13%	13%	12%	14%	14%	13%	13%	16%	12%	11%	10%	12%	13%	10%	12%	10%	10%	11%	11%	11%
\$65 +	10%	19%	25%	21%	22%	24%	25%	24%	26%	24%	19%	24%	24%	23%	22%	21%	24%	22%	27%	27%	32%
Usually Scan - Total	40%	38%	37%	38%	38%	38%	36%	33%	30%	29%	27%	26%	25%	21%	21%	22%	22%	22%	24%	22%	23%
Under 25K	36%	27%	22%	25%	23%	21%	21%	19%	18%	20%	26%	24%	22%	23%	22%	25%	23%	21%	18%	17%	14%
\$25 - \$ 49.9	33%	30%	26%	27%	28%	26%	26%	26%	25%	25%	26%	21%	21%	24%	28%	23%	23%	22%	26%	24%	24%
\$50 - \$64.9	14%	14%	17%	17%	16%	17%	15%	16%	14%	14%	14%	12%	13%	13%	14%	12%	13%	13%	11%	14%	11%
\$65 +	17%	30%	35%	31%	33%	35%	37%	40%	43%	41%	35%	43%	44%	40%	37%	40%	41%	44%	45%	44%	51%
Read Some - Total	27%	29%	30%	31%	32%	32%	32%	31%	32%	34%	35%	32%	34%	36%	37%	36%	35%	36%	34%	37%	36%
Under 25K	32%	24%	18%	19%	18%	18%	17%	17%	16%	19%	24%	22%	22%	21%	17%	19%	18%	18%	14%	15%	14%
\$25 - \$ 49.9	35%	28%	26%	26%	24%	23%	26%	23%	23%	22%	23%	21%	22%	23%	25%	23%	23%	22%	25%	22%	21%
\$50 - \$64.9	14%	12%	16%	17%	17%	17%	16%	15%	15%	14%	14%	12%	14%	13%	14%	13%	13%	12%	13%	14%	14%
\$65 +	18%	36%	40%	38%	41%	42%	41%	45%	45%	45%	40%	46%	42%	43%	45%	45%	46%	48%	49%	49%	51%
Usually Don't Read - Total	17%	20%	19%	18%	16%	15%	17%	19%	20%	20%	18%	21%	20%	23%	21%	23%	25%	25%	27%	27%	26%
Under 25K	39%	30%	25%	25%	22%	22%	18%	20%	19%	20%	28%	25%	29%	25%	19%	21%	18%	19%	15%	14%	12%
\$25 - \$ 49.9	31%	25%	23%	25%	22%	22%	25%	22%	21%	21%	20%	22%	19%	19%	20%	23%	20%	21%	23%	19%	19%
\$50 - \$64.9	13%	12%	15%	15%	14%	16%	16%	14%	14%	14%	13%	13%	12%	10%	12%	12%	14%	10%	12%	13%	9%
\$65 +	17%	33%	37%	35%	42%	40%	41%	44%	45%	45%	39%	41%	41%	46%	48%	44%	49%	51%	49%	54%	60%

Note: Beginning in 2010 data was restated due to changes in weighing methodologies.

Appendix B: Methodology

Study Design and Methodology

The U.S. Postal Service Household Diary Study (HDS), conducted by NuStats on behalf of the Volume and Revenue Forecasting division of the Postal Service’s Finance Department, is a continuously fielded study that measures household mail volumes, mail usage, and attitudes about the mail and advertising.

The HDS uses a two-stage survey design: Stage 1 is an online and interviewer-mediated household recruitment interview. Stage 2 is a self-completion mail diary [Appendix C contains the survey instruments]. The diary can be completed on paper, by internet, or by downloading a smartphone application. The HDS uses a multi-mode approach to minimize response bias, to improve data accuracy through efficient data checking and household re-contacts, and to provide immediate telephone assistance to participants during their diary week.

Household Recruitment Interview

The **household recruitment interview** collects information on household and individual demographics, recall of mail sent and received, adoption and use of communications technologies, bill payment behavior, and attitudes towards advertising.

Mail Diary

The **mail diary** covers a seven-day period (Monday to Sunday) and collects information on the number of mail pieces received and sent, industry source, mail characteristics, and attitudes regarding mail received.

Sample Design

This section describes the household selection process for participation in the HDS. A sample is the representative subset of the survey population used to gain information about the entire population. The population of inference for the HDS is all U.S. households. The probability design ensures each household has an equal chance of selection.

The sample design allows projections of results to all U.S. households. The Postal Service provided an

address sample that NuStats matched for known telephone listings. Generally, the study was conducted using telephone and online sampling for household selection and screening, followed by diaries and/or instructional materials mailed to eligible households and completed by each household unit either by paper, by internet, or by smartphone application. Households without telephones were contacted via U.S. Mail. The sample design involves a systematic sample stratified by strata (or urban/rural location) and Census regions, ensuring even coverage across the United States.

A master national sample was specified and drawn by in-house sampling statisticians. The Postal Service drew the household probability sample from the national address database following NuStats specifications. The master list, sorted by ZIP code, was used to draw a systematic stratified sample, which was then tagged with variables indicating each housing unit’s geographic location in terms of Census region and stratum.

Sample was drawn for each of the four quarters based on known proportions of households within a Census region and urban or rural location. Census regions are defined by state. Urban and rural location is defined by county and metropolitan status as defined by the U.S. Census Bureau. The strata are defined by county as follows:

- **Stratum 1:** Counties that are part of the 30 largest metropolitan areas in the United States, as defined by population, according to 100 percent counts of the Census 2010.
- **Stratum 2:** Counties that are part of metropolitan areas but are not in Stratum 1.
- **Stratum 3:** Counties that are not part of a metropolitan area.

Quarterly sample frames were then derived based on the amount of sample needed for each quarter, and sample was allocated to region and strata cells based on known proportions as indicated by Census 2010 counts of households.

The sample was continuously “fielded” throughout all 52 weeks of the year. Sample was released in a manner designed to recruit equal sample sizes for each diary week, resulting in a sample file of at least 5,200

households. Table B.1 shows the distribution of recruited and completed households.

Table B.1:
Sample by Postal Quarter

Quarter	Required Sample	Recruited Households	Completed Households
Quarter 1	1,300	1,790	1,175
Quarter 2	1,300	1,919	1,389
Quarter 3	1,300	2,384	1,585
Quarter 4	1,300	2,074	1,392
Total	5,200	8,167	5,541

Data Collection Method

The study uses a two-stage design in which households are recruited to participate in the diary study by choosing to use a household interview or an online survey (Stage 1) and recruited households complete a seven-day diary of mail received and sent (Stage 2).

Stage 1: Household Recruitment Interview

The main function of the household recruitment interview is to recruit households to participate in the diary study. In addition, the interview collects information on household and person demographics, recall of mail sent and received, adoption and use of communication technologies, bill payment behavior, and attitudes towards advertising.

Households completed the recruitment interview via computer-assisted telephone interviewing (CATI) technology or by using an online survey. The FY 2020 household interview consisted of 6,600 online surveys and 1,567 phone interviews completed with an adult member (age 18 or older) in the household. Table B.2 below shows the distribution of recruited households by recruitment type.

Table B.2:
Sample by Recruitment Type

Recruitment Interview	Completed	Sample Percent
Phone	1,567	19.2%
Web	6,600	80.8%
Total	8,167	100%

These respondents represented a cross-section of U.S. households by geography. The household interview contained 130 data items and took an average of 29 minutes to administer. The flow of the interview included the following elements:

- **Introduction.** Each interview began with an introduction and purpose of the interview. The interviewer also verified the respondent's address.
- **Technology adoption and use.** Questions were asked about ownership and use of personal computers, Internet, and other electronic communication.
- **Mail volume recall.** The respondent was asked to summarize how many bills, statements, and packages all members of the household have sent in a particular time period.
- **Use of postal services.** The use of post offices, post office boxes, and private mailing services was explored.
- **Bill payments.** Bill payment volumes, methods, and timing were explored in depth.
- **Periodicals.** A summary of magazine and newspaper volumes received by the household were collected.
- **Advertising.** Descriptions of advertising received by the household as well as attitudes about the advertising, and orders placed because of it, were elicited.
- **Online shopping.** Respondents were asked about their online shopping habits, including questions about shipping methods.
- **Financial accounts and credit cards.** Respondents were asked to summarize the total accounts and credit cards held by the household.
- **Household and person demographics.** Demographic items included gender, age, marital status, employment status, educational attainment, race/ethnicity, household income, household wage earners, home ownership, residence tenure, and dwelling type.

The completion rate for the FY 2020 study (defined as the proportion of respondents who completed the diary portion relative to all recruited respondents) was 67.8 percent compared to 65.5 percent in FY 2019. Most recruitment refusals took place prior to hearing who NuStats was and why the firm was calling. Refusal households that were later re-contacted cited time

constraints and privacy concerns as reasons for not participating.

Stage 2: Mail Diary Package

Recruited households were sent mail diaries, instructions, and a toll-free “help” telephone number. The night before the beginning of an assigned diary week, NuStats made reminder calls to households to confirm receipt of the diary package and to answer any questions. If the diary package was not received by this time, NuStats re-confirmed the address, assigned a new diary week, and re-sent the diary package.

The diary package contains a Certificate of Appreciation, Instruction Booklet, and a photo-based “Quick Start” sheet. The Instruction Booklet provided information about the study, answers to frequently asked questions, instructions for filling out the diary, guidelines for sorting mail, and examples of mail markings. The diary instrument was composed of two parts:

- **The Question sheets.** The Question sheets are color-coded by mail classification (First-Class Mail received, First-Class Mail sent, Marketing Mail, Nonprofit, etc.). Information collected about each mail classification included: type of mail piece (i.e., envelope, postcard, catalog, etc.), mail classification, mail type, sender type, information about advertising enclosed, and receiver reaction or responses to the mail piece.
- **Seven answer booklets, each specific to a day of the week.** Each booklet was arranged by mail classification and color-coded to correspond to the question sheets.

Households were instructed to enclose pertinent information from each mail piece received to enable NuStats editors to verify or clarify quantity and classes of mail recorded in the diaries. NuStats used a three-stage editing process to check the accuracy of the diary information recorded by each household. First, returned diary packages were culled for those that represented a reasonable attempt to complete the diary. Second, the diary information recorded for each day were checked to ensure sufficient and logical answers, as well as to verify recorded information against the mail markings returned in the package. The diaries were then scanned using Optical Character Recognition (OCR) software. In stage three, a verifier re-checked the diary information recorded in the OCR software for each day. This second edit functions as a quality control check to ensure data accuracy.

During the editing process, a small number of correction callbacks were made to households to clarify information or to fill-in missing information.

Overall, about three percent of returned diaries did not pass the edit checking process.

Of the 8,167 households recruited to receive a diary package 5,541 actually returned acceptable completed diaries (defined as containing data suitable for analysis) to NuStats, for a completion rate of 67.8 percent.

Data Processing

Data Management

Data management entails processing the information resulting from the Household Interview and Mail Diaries, making it available for analysis, storing it, and documenting it. Household interviews were conducted using CATI technology, where the questionnaire and relevant data checks were programmed into a master questionnaire that was used by all interviewers to administer the survey. Recorded data was extracted from the CATI software into a database management file.

Returned diary information was recorded (entered) through optical scanning technology. The diary data, once scanned using Teleform software, was captured in a database management file.

After completion of data collection, editing and entry tasks, the survey data were contained in 9 data files. One data file contained the Household Interview data. The Mail Diary data were in 8 files—one for each mail classification (First-Class Mail received, First-Class Mail sent, etc.). These files were all developed in SAS-PC.

The file variables were identified by variable name. For each file variable, the File Information contains:

- Label, which is a brief description of the variable;
- Measurement level, which specifies the level of measurement as scale (numeric data on an interval or ratio scale), ordinal, or nominal. Nominal and ordinal data can be either string (alphanumeric) or numeric;
- Value formats, which identify the response codes; and
- Column width and alignment.

Several SAS programming operations were necessary to put the Mail Diary data in the desired form for analysis. The structure for these programs was contained in a separate File Information document that accompanied the data delivery.

Various edit routines were used to check the consistency of the reported data and to identify reporting or entry errors. Routine edit checks were conducted to examine questionnaire responses for reasonableness and consistency across items. Routine checks included such items as:

- Response code range checks;
- Checks for proper data skips and patterns of answering questions consistent with prior answers;
- Checks for realistic responses (e.g., number of online purchases possible in one month); and
- Checks for high frequency of item non-response (missing data from question refusals).

When conducting these checks, data were compared against the actual survey forms. NuStats identified extreme values that were impossible or unlikely, and

corrected inconsistent data when possible. For example, extremely high numbers of computers owned by a household were examined to determine whether or not they were legitimate.

Some extreme/inconsistent data values unable to be corrected or verified were edited to missing values.

In addition, NuStats performed in-depth customized data checks to ensure data within each record of the Household Interview were logically consistent. For example, a respondent should have reported paying bills online only if he/she also reported having Internet access.

Raw variables, derived variables, and analytical programs were documented in a data documentation binder that accompanied the data delivery. Any information that could be directly or indirectly used to identify individual respondents, such as respondent names, addresses, or telephone numbers, were removed to protect respondent confidentiality and privacy. Such information is stored in a locked archival file.

Sample Demographic Profile (All Counts Unweighted), Government Fiscal Year 2020

Table B.3:
Annual Household Income by Recruitment/Retrieval Status

Annual Household Income	Recruited Households		Total	Sample Percent	Population Percent
	Retrieved	Not Retrieved			
\$0 - \$24,999	393	316	709	7.1%	17.0%
\$25,000 - \$34,999	394	242	636	7.1%	8.3%
\$35,000 - \$49,999	492	261	753	8.9%	11.7%
\$50,000 - \$64,999	541	237	778	9.8%	10.7%
\$65,000 - \$79,999	581	243	824	10.5%	8.6%
\$80,000 - \$99,999	604	202	806	10.9%	9.5%
\$100,000 or more	1,610	608	2,218	29.1%	34.1%
Don't Know	128	99	227	2.3%	N/A
Refused	798	418	1,216	14.4%	N/A
Total	5,541	2,626	8,167	100.0%	100.0%

Notes:

Sample Percent based only on retrieved households that provided a response to the Household Income question.

Population percent based on U.S. Census Bureau, Current Population Survey Annual Demographic File (March 2020).

Table B.4:
Number of Adults in Household by Recruitment/Retrieval Status

Number of Adults in Household	Recruited Households		Total	Sample Percent	Population Percent
	Retrieved	Not Retrieved			
One	1,272	679	1,951	23.0%	32.7%
Two	2,535	977	3,512	45.7%	50.7%
Three	752	404	1,156	13.6%	11.3%
Four	589	327	916	10.6%	3.9%
Five or More	393	239	632	7.1%	1.4%
Total	5,541	2,626	8,167	100.0%	100.0%

Notes:

Sample Percent based only on retrieved households.

Population percent based on U.S. Census Bureau, Current Population Survey Annual Demographic File (March 2020).

Table B.5:
Geographic Region by Recruitment/Retrieval Status

Geographic Region	Recruited Households		Total	Sample Percent	Population Percent
	Retrieved	Not Retrieved			
Northeast	871	381	1,252	15.7%	16.0%
Midwest	1,518	600	2,118	27.4%	23.2%
South	2,011	1,018	3,029	36.3%	38.1%
West	1,141	627	1,768	20.6%	22.6%
Total	5,541	2,626	8,167	100.0%	100.0%

Notes:

Sample Percent based only on retrieved households.

Population percent based on U.S. Census Bureau, Census 2010, Summary File 3, Table H6 (Occupied Housing Units).

Table B.6:
Urban/Rural Location by Recruitment/Retrieval Status

Urban/Rural Location	Recruited Households		Total	Sample Percent	Population Percent
	Retrieved	Not Retrieved			
30 Largest Metro Areas	2,369	1,213	3,582	42.8%	46.5%
Other Metro Areas	2,522	1,134	3,656	45.5%	42.4%
Non-Metropolitan Areas	650	279	929	11.7%	11.0%
Total	5,541	2,626	8,167	100.0%	100.0%

Notes:

Sample Percent based only on retrieved households.

Population percent based on U.S. Census Bureau, Census 2010; Strata based on Metro Area Classification by County.

Table B.7:
Age of Head of Household by Recruitment/Retrieval Status

Age of Head of Household	Recruited Households		Total	Sample Percent	Population Percent
	Retrieved	Not Retrieved			
18 - 24	71	80	151	1.3%	4.1%
25 - 44	1,399	796	2,195	25.2%	32.6%
45 - 64	1,891	883	2,774	34.1%	36.1%
65+	2,091	815	2,906	37.7%	27.2%
Refused	89	52	141	1.6%	N/A
Total	5,541	2,626	8,167	100.0%	100.0%

Notes:

Sample Percent based only on retrieved households that provided a valid response.

Population percent based on U.S. Census Bureau, Current Population Survey Annual Demographic File (March 2020).

Table B.8:
Educational Attainment of Head of Household by Recruitment/Retrieval Status

Educational Attainment of Head of Household	Recruited Households		Total	Sample Percent	Population Percent
	Retrieved	Not Retrieved			
8th grade or less	30	46	76	0.5%	2.9%
Some high school	76	111	187	1.4%	5.4%
High school graduate	834	497	1,331	15.1%	25.5%
Some college	969	564	1,533	17.5%	17.1%
Technical school graduate	366	160	526	6.6%	4.6%
College graduate	1,729	716	2,445	31.2%	30.0%
Postgraduate work	1,438	456	1,894	26.0%	14.5%
Refused	99	76	175	1.8%	N/A
Total	5,541	2,626	8,167	100.0%	100.0%

Notes:

Sample Percent based only on retrieved households that provided a valid response.

Population percent based on U.S. Census Bureau, Current Population Survey Annual Demographic File (March 2020).

Data Weighting and Expansion

This section explains the methodology used for creating sampling and expansion weights for the FY 2020 Household Diary Study.

The FY 2020 HDS uses both weighting and expansion factors to 1) adjust the sample data to match population parameters and 2) expand mail volumes exhibited in the diary sample to all U.S. households.

Weighting Procedures, FY 2020 Recruitment Data

Sampling weights were produced separately for the households that participated in the recruitment phase of the FY 2020 HDS, and those that completed and returned a diary. There were four main weighting variables: Geography, Education, Age, and Homeownership. FY 2020 recruitment geographic weights were derived from sample households' strata and region:

Strata: As mentioned previously, there are three strata. A household was classified within strata as residing in the top 30 metropolitan areas nationwide, any other metropolitan area, or a non-metropolitan area.¹ Table B.9 provides unweighted sample counts from FY 2020 recruitment data for strata:

Table B.9:
HDS 2020 Recruitment Data: Urban/Rural Location

Urban/ Rural Location	Household	Percent	Cumulative Percent
30 Largest Metro Areas	3,582	43.9%	43.9%
Other Metro Areas	3,656	44.8%	88.6%
Non-Metro Counties	929	11.4%	100.0%
Total	8,167	100.0%	

¹ Metropolitan area is defined within the sample according to the official definition used by the U.S. Census Bureau, commonly referred to as Metropolitan Statistical Areas (MSAs). Metropolitan areas are defined as single- or multi-county areas. Non-metropolitan areas are counties that do not belong to a metropolitan area. Each sample county was assigned to a stratum according to its metropolitan status.

Regions: Table B.10 provides unweighted sample counts from FY 2020 recruitment data for region. Households were classified by state. There are four mutually exclusive regions as defined by the U.S. Census Bureau (along with respective states):

Four Census Regions:

Northeast: Connecticut, Maine, Massachusetts, New Hampshire, New Jersey, New York, Pennsylvania, Rhode Island, and Vermont.

Midwest: Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Nebraska, North Dakota, Ohio, South Dakota, and Wisconsin.

South: Alabama, Arkansas, Delaware, District of Columbia, Florida, Georgia, Kentucky, Louisiana, Maryland, Mississippi, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia, and West Virginia.

West: Arizona, Alaska, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, and Wyoming.

Table B.10:
HDS 2020 Recruitment Data: Geographic Region

Geographic Region	Households	Percent	Cumulative Percent
Northeast	1,252	15.3%	15.3%
Midwest	2,118	25.9%	41.3%
South	3,029	37.1%	78.4%
West	1,768	21.6%	100.0%
Total	8,167	100.0%	

Strata/Regions: Table B.11 indicates the distribution of households from the FY 2020 recruitment sample within strata and regions.

Population parameters for the intersection of the three strata and four regions were based on 2010 Census counts of households by county. As Table B.12 shows, each county was grouped according to its location within these 12 mutually exclusive and collectively exhaustive geographic categories.

To calculate the weight for each strata/region interval, the population percentage was divided by the sample percentage. Geography weights appear in the last column to the right in Table B.12.

Table B.11:
Distribution of Households within Strata and Region

Geographic Region	Stratum (Urban/Rural Location)			Total
	30 Largest Metro Areas	Other Metro Areas	Non-Metro Areas	
Northeast	562	572	118	1,252
Midwest	995	834	289	2,118
South	1,124	1,534	371	3,029
West	901	716	151	1,768
Total	3,582	3,656	929	8,167

Table B.12:
HDS 2020 Recruitment Data: Construction of Geographic Weight

Stratum	Geographic Region	Households (Population)	Percent	Households (Sample)	Percent	Weight
30 Largest Metro Areas	Northeast	8,679,534	7.96%	562	6.9%	1.16
	Midwest	11,759,871	10.79%	995	12.2%	.89
	South	16,492,511	15.13%	1,124	13.8%	1.10
	West	13,800,893	12.66%	901	11.0%	1.15
Other Metro Areas	Northeast	7,316,645	6.71%	572	7.0%	.96
	Midwest	9,982,770	9.16%	834	10.2%	.90
	South	19,849,344	18.21%	1,534	18.8%	.97
	West	9,074,069	8.33%	716	8.8%	.95
Non-Metro Areas	Northeast	1,485,685	1.36%	118	1.4%	.94
	Midwest	3,551,875	3.26%	289	3.5%	.92
	South	5,200,840	4.77%	371	4.5%	1.05
	West	1,796,099	1.65%	151	1.8%	.89
Totals		108,990,136	100.0%	8,167	100.0%	1.00

Source: Household Population Estimates based on U.S. Census Bureau, 2010 Census.

Education: In addition to weighting for differences in geography between the sample and the population, an additional weight was created based on differences in the educational attainment of the head of household. For those households in which either more than one person was identified as the head of household or no individual was identified as the head of household, one was chosen based on the following sequence of criteria: 1) oldest male or 2) oldest female (if no male exists). For cases in which two candidates for the head of the household were of the same age, the respondent on the phone was chosen.

Known population parameters were based on weighted proportions derived from the U.S. Census Bureau's Current Population Survey annual demographic file for March 2020. For cases in which the head of household refused to provide his/her education level, an educational level was imputed based on the average educational level of like cases. There were 175 such cases in 2020; mean levels of educational attainment were based on geography (strata and regions), as well as age and income level, if provided.

Table B.13:
HDS 2020 Recruitment Data: Construction of Educational Attainment Weight

Educational Attainment	Households (Population)	Percent	Households (Sample)	Percent	Weight
Less than high school diploma	10,717,228	8.3%	263	3.2%	2.59
High school graduate	32,695,181	25.5%	1,331	16.3%	1.56
Some college	22,007,194	17.1%	1,536	18.8%	0.91
Technical school graduate	5,850,549	4.6%	678	8.3%	0.55
College graduate	38,520,465	30.0%	2,465	30.2%	0.99
Postgraduate work	18,660,587	14.5%	1,894	23.2%	0.63
Totals	128,451,203	100.0%	8,167	100.0%	1.00

Note: Education responses include imputed Don't Know/Refused answers.

Age: Additional weight was also created based on differences in the age of the head of household. Known population parameters were based on weighted proportions derived from the U.S. Census Bureau's Current Population Survey annual demographic file for March 2020. For cases in which the head of

household refused to provide his/her age, an age level was imputed based on the average age level of like cases. There were 141 such cases in 2020; mean levels of age were based on geography (strata and regions), as well as education level, if provided.

Table B.14:
HDS 2020 Recruitment Data: Construction of Age Weight

Educational Attainment	Households (Population)	Percent	Households (Sample)	Percent	Weight
18-24	5,255,152	4.1%	151	1.8%	2.21
25-34	20,449,235	15.9%	1,003	12.3%	1.30
35-44	21,461,521	16.7%	1,211	14.8%	1.13
45-54	21,688,990	16.9%	1,203	14.7%	1.15
55-64	24,628,264	19.2%	1,681	20.6%	0.93
65-74	20,050,890	15.6%	1,815	22.2%	0.70
75+	14,917,151	11.6%	1,103	13.5%	0.86
Total	128,451,203	100.0%	8,167	100.0%	1.00

Note: Age responses include imputed Don't Know/Refused answers.

Homeownership: In addition to weighing for differences in education and geography between the sample and the population, data was weighed to account for homeownership rates for U.S. Households. For those households in which homeownership was unknown, one was imputed based on the average income level and geography of like cases. There were 205 such cases in 2020; mean levels of income

attainment were based on geography (strata and regions). Known population parameters were based on weighted proportions derived from the U.S. Census Bureau's Current Population Survey quarterly Housing Vacancies and Homeownership file for October 2020. The average Homeownership rate in 2020 is 66.4 percent.

Weighting Procedures, FY 2020 Diary Data

As mentioned above, 8,167 households participated in the recruitment phase of the FY 2020 HDS, and 5,541 households completed usable diaries. Balancing weights for the FY 2020 HDS diary data were developed in the same way as for the recruitment data. An additional age weight was derived based on the age of the head of household using the following categories: 18–24, 25–34, 35–44, 45–54, 55–64, 65–74, and over 75 years old.

Other adjustments to weights used in the diary data included a quarterly adjustment, which accounted for variances in sampling across postal quarters.

All component weights were multiplied together and normalized to ensure that the total number of weighted cases equals the number of unweighted cases.

A final adjustment in the form of expansion factors was made to expand the sample to the level of total households in the United States at the time of data collection, which was 128 million. The number of

households in the United States was divided into the number of households that participated in the diary portion of the survey. The resultant factor was applied to each household in the survey. The expansion factor was multiplied by the sampling weight and then multiplied by 52 (the number of calendar weeks in one year) to derive nationwide annual volume estimates from the sample data.

Expansion Factor

128,451,203/ 5,541 = 23,182

Component Weight:

ω = (Ps / Pt) / (Ss / St),

Where Ps = population count in cohort and
Pt = total population count
Ss = sample count in cohort
St = total sample count



Appendix C: Survey Instruments



Appendix C1: Recruitment Questionnaire

CATI Recruitment Questionnaire – FY2020

Acronym Dictionary

DK = Don't Know

RF = Refusal

NA = Not applicable

1. [INT00] Hello, this is __, and I'm calling on behalf of the U.S. Postal Service. May I please speak with <NAME>? We began an interview concerning your household's mail and I would like to complete that interview now.

OK.....Continue =>GO TO LETTR

NA.....No Answer =>GO TO END

BZ.....Busy =>GO TO END

AM.....Answering Machine =>GO TO END

ID.....Disconnect =>GO TO END

IM.....Computer/Fax Machine =>GO TO
END

IG.....Business/Government =>GO TO
END

IL.....Language Barrier =>GO TO END

R1.....1st Refusal =>GO TO REFU1

KB.....Call Back, Specific =>GO TO CB

KH.....Call Back, General =>GO TO CB

KR.....Spanish Callback, General =>GO TO
CB

LM.....Left Message

SA.....Spanish Answering Machine

KS..... Spanish Callback, Specific =>GO TO
CB

RH..... Hang Up =>GO TO END

PM..... Caller ID =>GO TO END

RF..... Strong Refusal =>GO TO REFUS

QA..... No ASSN Dates Available (ONLY
USED AT END OF QTR) =>GO TO
END

SN..... Spanish No Answer

SB..... Spanish busy

QD..... Non-qualified, Special (Permission
only) =>GO TO END

WC..... WILL COMPLETE ON WEB=>GO
TO END

KN..... NEW NUMBER=>GO TO Tel01

IH..... LANGUAGE BARRIER,
DEAF/TTY=>GO TO END

2. [LETTR] The U.S. Postal Service is conducting a study to better understand the type and amount of mail households like yours receive and send. The information will be used to make better decisions about postage rates and staffing needs to ensure an efficient national mail system and keep costs at a minimum. We recently sent a letter explaining the study and to let you know we would contact you. Did you receive our letter?

1.....Yes CONTINUE WITH INT05

2.....No

3. [INT05] For this study, your household will use diaries to answer detailed questions about the mail you receive and send for one week. You will receive your choice of either 100 Forever Stamps or a \$40 check. You can expect your gift to arrive in about 10 - 12 weeks after we receive your completed information. Before I can get your diaries out to you, I need to get some information about your household.

END OF A QUARTER ONLY: Your household was selected to participate in the diary study the week of <LASTDATE>.

END OF QUARTER IF RESPONDENT CANNOT DO DIARIES THIS QUARTER: I'm sorry your household is not eligible for another week, but thank you for your time and interest. CODE AS QA.

OK.....Continue

KB.....Call Back – specific =>GO TO CB

KH.....Call Back – general =>GO TO CB

KS.....Spanish Call Back – specific =>GO TO CB

KR.....Spanish Call Back – general =>GO TO CB

QA.....No available assignment dates (ONLY USED AT END OF QTR) =>GO TO END

R1.....1st Refusal =>GO TO REFU1

RH.....Hang Up =>GO TO END

RF.....Hard, Final Refusal

4. **[VADD]** First, I'd like to verify your mailing address. Is it ... ADDR: APT: CITY: STATE: ZIP:

1 YES => CONTINUE WITH VPHONE

2 NO, ENTIRE ADDRESS IS WRONG => SKIP TO INT10 CODE AS QN

3 NO, SUIT IS WRONG (CAN BE ADJUSTED)

9 REFUSE => INT07

a. **[INT07]** IF REFUSED VADD, CODE AS RA (REFUSED ADDRESS), THANK AND TERMINATE. I understand not wanting to give out your address, but to participate in the survey and be eligible to receive 100 Forever stamps or \$40, I'll need to verify your mailing address.

b. **[MSUIT]** What is the new apartment or suite number? LEAVE BLANK IF NO APT OR SUITE # => VPHONE

5. **[VADR2]** I'd like to verify your mailing address. Is it . . .

ADDR APT CITY STATE ZIP

1 YES => INT05, THEN => VPHON

2 NO, ENTIRE ADDRESS IS WRONG => SKIP TO INT10 CODE AS QN

3 NO, SUIT IS WRONG (CAN BE ADJUSTED)

9 REFUSE => INT07

a. **[INT07]** IF REFUSED VADR2, CODE AS RA (REFUSED ADDRESS), THANK AND TERMINATE. I understand not wanting to give out your address, but to participate in the survey and be eligible to receive 100 Forever stamps or \$40, I'll need to verify your mailing address. Your information will remain confidential and used only for research purposes. Your participation is very important. Are you certain you do not wish to continue with the survey?

AFTER VERIFYING ADDRESS IF LETTR=2, READ INT05 BUT THEN SKIP TO VPHON.

b. **[MSUI2]** What is the new apartment or suite number? LEAVE BLANK IF NO APT OR SUITE # => INT05, then Skip to VPHON

6. **[VPHON]** The phone number we have for you is <PHONE>. Is that correct?

7. **[HISPANIC]** Would you describe the head of your household as Hispanic or Latino? (A person of Cuban, Mexican, Puerto Rican, South or Central American, or other Spanish culture or origin, regardless of race.)

1 Yes => **CONTINUE**

2 No => **CONTINUE**

8. **[ASSNC]** We want to confirm that you understand we are asking you to record your household's mail for one week, the week of READ DATE. Is that a good week for you? **IF NOT, THEN OFFER NEXT ASSN WEEK.** IF HISPANIC = 1 - In addition to getting 100 Forever Stamps or a \$40 check your household is eligible to receive a \$10 Amazon gift card or a WalMart gift card if you complete all phases of the project. ", CONDITION="hispanic=1")

Do you have any questions for me about the diaries?

ANSWER QUESTIONS AS NEEDED AND CONTINUE

IF NEEDED - How long it takes depends on how much mail you receive. The first day of your diary-recording week will take the longest as you become familiar with the survey. After that, on average, it should take about 3-5 mins for each

piece of mail. Should you need assistance, we have a USPS survey hotline available to provide you with step-by-step instructions to assist you, and to answer any questions you may have. That toll free number is 1-888-441-8777. You may also want to check out the study web site at <https://uspsmailsurvey.com/usps>.

IF NEEDED - USE AT END OF QUARTER ONLY: At this time these are the only assignment weeks we have available to participate in this important study. We may call you back at a future date; however, those are all the questions I have for you today. Thank you for your time and have a good day. SELECT ASSN 15999

9. **[Q1]** RESPONDENT GENDER, DON'T ASK

- 1.....Male
- 2.....Female

10. **[RECV]** Do you receive mail at your home address, including cluster boxes near your home? [WE WANT TO KNOW IF THEY RECEIVE MAIL AT THEIR PHYSICAL HOME ADDRESS AND NOT A PAID PO BOX]

- 1.....Yes
- 2.....No => CONTINUE
- 8.....DK => CONTINUE
- 9.....RF => CONTINUE

11. **[HMBOX]** Where is your mailbox located?

- 1.....Door slot
- 2.....Mailbox installed on a porch or near your front door
- 3.....Curbside single/double mailbox (not part of a cluster or group of mailboxes)
- 4.....Central mailbox cluster inside an apartment, condominium or other building
- 5.....Central mailbox cluster outside in your neighborhood
- [IF 1-5, CONTINUE]**
- 6.....Picked up mail from a post office box or box at a mailing center -> **[IF 6 THANK AND TERMINATE, AND MARK IT QM (INT04)]**
- 8.....DK-> **[IF 8 THANK AND TERMINATE, AND MARK IT QM (INT04)]**
- 9.....RF-> **[IF 9 THANK AND TERMINATE, AND MARK IT QM (INT04)]**

a. **[INT04]** Thank you very much for your time. I'm sorry if we inconvenienced you, but we need households that receive their mail at their home address. Have a nice evening/day. Goodbye.

QM..... DOES NOT RECEIVE MAIL AT HOME ADDRESS => GO TO END

12. **[Q210]** How many days a week do you check/collect your mail from your mailbox? [RANGE 1-7]

- 0-----Never
- 8.....DK
- 9.....RF

13. **[Q211]** What motivates you to check your mailbox? Mark all that apply. [PROGRAMMER NOTE: MULTIPLE RESPONSE]

- 1.....To keep mail from piling up
- 2.....Habitual/part of my routine
- 5.....To check for bills
- 6.....To check for financial statements
- 3.....To check for personal letters/cards from friends or family
- 4.....To check for professional correspondence (work, school, medical appointment notice, etc.)
- 7.....To check for coupons
- 8.....To check for catalogs
- 9.....To look at advertising material

- 10.....Expecting a magazine, newsletter or other periodical
- 97.....Other, please specify [O_Q211]
- 98.....DK
- 99.....RF

14. **[Q211A]** Of those you selected, what is the main reason that motivates you to check your mailbox?
 [PROGRAMMER: DISPLAY ONLY THE ANSWERS SELECTED IN Q211 AS THE ANSWER CHOICES IN Q211A, AND ONLY ALLOW THEM SELECT ONE ANSWER.]

- 1.....To keep mail from piling up
- 2Habitual/part of my routine
- 5.....To check for bills
- 6.....To check for financial statements
- 3.....To check for personal letters/cards from friends or family
- 4..... To check for professional correspondence (work, school, medical appointment notice, etc.)
- 7.....To check for coupons
- 8.....To check for catalogs
- 9.....To look at advertising material
- 10.....Expecting a magazine, newsletter or other periodical
- 97..... Other, please specify [O_Q211]
- 98.....DK
- 99.....RF

15. **[POBOX]** Does your household rent a PO Box at either the Post Office or a private mailing service, like Post Office Plus, or Parcel Place? PROBE IF THEY JUST SAY YES: Is that at the Postal Service or private mailing firm?

- 1PO BOX AT USPS
- 2BOX AT PRIVATE MAILING SERVICE
- 3NEITHER – DOES NOT HAVE A PO BOX OR PRIVATE COMPANY
- 4BOTH
- 7OTHER, SPECIFY [O_POBOX]
- 8DK
- 9RF

16. **[Q14B]** How many times in an average month do household members go inside a U.S. Post Office to the service counter? If you are not sure, please provide your best estimate of how many. VERIFY RESPONSE IF MORE THAN 30, RANGE: 0-60

- 00.....NONE
- 98.....DK
- 99.....RF

17. **[Q12]** How many times in an average month do household members go to a U.S. Post Office but not to the service counter? We mean an outside drop off box, going to your PO Box, or using an automated machine. If you are not sure, please provide your best estimate of how many. [RANGE: 0-60]

- 98.....Unsure
- 99.....Not applicable/Rather not say

18. **[Q13]** How many times in an average month do household members go to a private mailing service? For example, Mailboxes Etc. Office Max, or Pak Mail. If you are not sure, please provide your best estimate of how many. [RANGE: 0-30]

- 00.....None => **GO TO Q50**
- 98.....Unsure => **GO TO Q50**

99.....Not applicable/Rather not say => **GO TO Q50**

19. [Q14] Why does your household use a mailing service rather than the post office? MULTIPLE RESPONSE, ALLOW UP TO 7 ANSWERS

**IF THEY SAY “CONVENIENT” OR “EASIER” OR OTHER VAGUE RESPONSE,
ASK “Why is it convenient or easier?” SELECT BEST FIT.**

- | | |
|--|---|
| 01.....HOURS-LONGER/LATER | 14..... RECIPIENT REQUESTED
SPECIFIC MAILING SERVICE BE
USED |
| 02.....LOCATION | 16..... ACCEPTS ODD-
SHAPED/OVERSIDED PACKAGES |
| 03.....OFFERS PICK UP SERVICE | 18..... ON-LINE TRACKING SERVICE |
| 04.....CHEAPER | 20..... USES ONLY FOR JOB/WORK-
RELATED PACKAGES |
| 05.....FASTER/OVERNIGHT DELIVERY | 21..... TO USE UPS OR FED EX, ETC. |
| 06.....OFFERS DROP OFF SERVICE | 22..... RETURNING AN ORDER
(SENDING BACK USING THE
SERVICE THAT COMPANY USED
TO SHIP IT) |
| 07.....PACKAGES IT UP | 97..... OTHER, SPECIFY [O_Q14] |
| 08.....SERVICE-BETTER/MORE
EFFICIENT/FRIENDLY | 98..... DK |
| 09.....MORE RELIABLE/SEEMS SAFER | 99..... RF |
| 11.....USES ONLY IN SPECIAL
CIRCUMSTANCES | |
| 12.....FOR EXTRA SERVICES
(COPYING, FAXES, MAIL BOXES,
ETC.) | |
| 13.....SHORTER WAIT TIME/LINES,
LESS CROWDED | |

20. [Q50] Currently, the law does not allow anyone other than a U.S. Postal employee to place mail in your mailbox. How would you feel about changing the law to allow anyone to place mail or other items in your mailbox? Do you... .

- 1.....Prefer it
- 2.....Oppose it
- 3.....Not care one way or the other
- 8.....Unsure
- 9.....Rather not say

21. [NQ21] How many packages were delivered to your household by the Postal Service in the last 3 months? If you are not sure, please provide your best estimate of how many. [Range 0-300]

- 998.....Unsure
- 999.....Not applicable/Rather not say

22. [NQ22A] How many packages did your household send through the Postal Service in the last 3 months? If you are not sure, please provide your best estimate of how many. [Range 0-300]

- 98.....Unsure
- 99.....Not applicable/Rather not say

23. [Q9R] Which of the following methods have household members used in the last six months to mail packages, not letter mail? Do not include work-related packages. Note: If you used Click N Ship, or shipped a Household package from a work location, please indicate the method used to ship your package from the list below. Mark all that apply

[PROGRAMMER NOTE: mark all that apply except for choice 5, 98, and 99]

- 0...Put the package in a blue USPS Mailbox
- 1...Took Package inside a US Post Office to the service counter
- 4...Left the package for my mail carrier for pick up
- 6...Used an Automated Postal Center.
- 10...UPS, UPS store, UPS pickup/drop off
- 11...FedEx, FedEx store, FedEx pickup/drop off
- 2...Took it to a private mailing service, like Mailboxes Etc. Office Max, or Pak Mail

- 7 ...Other, Specify [O_Q9R]
- 5 ...None. I have not mailed packages in the last six months
- 98 .Unsure
- 99 .Not applicable/Rather not say

24. [Q219] When mailing household packages, do you prefer to use the US Postal Service, UPS, FedEx, or a Private mailing service?

- 1 USPS -> **Go to Q220**
- 2 UPS -> **Go to Q226**
- 3 FedEx -> **Go to Q226**
- 4 Private Mailing Service -> **Go to Q226**
- 7 Other service [Specify] [O_Q219] -> Go to **Q226**
- 8 Unsure, No Preference, More than one preferred -> GO TO Q219A
- 9 Rather not say -> GO TO Q219A

25. [Q219A] [ONLY ASK IF THEY ANSWERED Q219=8,9] When mailing household packages, do you most often use the US Postal Service, UPS, FedEx, or a Private mailing service?

- 1 USPS -> **Go to Q220**
- 2 UPS-> **Go to Q226**
- 3 FedEx-> **Go to Q226**
- 4 Private Mailing Service-> **Go to Q226**
- 7 Other service [Specify] [O_Q219A] -> Go to **Q226**
- 8 Unsure, Not applicable, More than one → SKIP TO Q209
- 9 Rather not say → SKIP TO Q209

26. [Q220] _\$Recall (RECALL=" We'd like to know the reasons why you prefer using USPS to mail household packages instead of another carrier. ", CONDITION="NOT Q219=2,3,4,7,8,9")

_ \$Recall (RECALL=" We'd like to know the reasons why you often use USPS to mail household packages instead of another carrier. ", CONDITION="Q219=8,9")

Mark all that apply to your household

PROGRAMMER NOTE: MULTIPLE RESPONSE, ALLOW ALL ANSWERS

- 01 Hours-longer/later
- 02 Convenient Location
- 04 Cheaper
- 05 Faster delivery
- 08 The service is better/more efficient/friendly
- 09 More reliable/seems safer
- 13 Shorter wait time
- 03 Offers a pick-up service
- 06 Offers a drop-off service
- 07 They pack up the item for me
- 18 Online tracking
- 97 Are there any other reasons? [SPECIFY]
- 98 Unsure
- 99 Rather not say

27. [Q220A]

_\$Recall (RECALL="Of those you selected, what is the **main** reason for using USPS to mail household packages instead of another carrier?", CONDITION="NOT Q219=2,3,54,78,9")

_\$Recall (RECALL="Of those you selected, what is the **main** reason for using USPS to mail household packages instead of another carrier?", ", CONDITION="Q219=8,9")

[PROGRAMMER: DISPLAY ONLY THE ANSWERS SELECTED IN [Q220] AS THE ANSWER CHOICES IN [Q220A] AND ONLY ALLOW 1 ANSWER.]

- 01 Hours-longer/later
- 02 Convenient Location
- 04 Cheaper
- 05 Faster delivery
- 08 The service is better/more efficient/friendly
- 09 More reliable/seems safer
- 13 Shorter wait time
- 03 Offers a pick-up service
- 06 Offers a drop-off service
- 07 They pack up the item for me
- 18 Online tracking
- 97Are there any other reasons? [SPECIFY]
- 98Unsure
- 99 Rather not say

28. [Q226]

_\$Recall (RECALL=" We'd like to know the reasons why you prefer using [Q219] to mail household packages instead of the U.S. Postal Service.", CONDITION="NOT Q219=1, 8,9")

_\$Recall (RECALL=" We'd like to know the reasons why you often use [Q219A] to mail household packages instead of the U.S. Postal Service. ", CONDITION="Q219=1,8,9")

Mark all that apply to your household

PROGRAMMER NOTE: MULTIPLE RESPONSE, ALLOW ALL ANSWERS

- 01 Hours-longer/later
- 02 Convenient Location
- 04 Cheaper
- 05 Faster delivery
- 08 The service is better/more efficient/friendly
- 09 More reliable/seems safer
- 13 Shorter wait time
- 03 Offers a pick-up service
- 06 Offers a drop-off service
- 07 They pack up the item for me
- 18 Online tracking
- 97Are there any other reasons? [SPECIFY]
- 98Unsure
- 99Rather not say

29. [Q226A]

_\$Recall (RECALL="Of those you selected, what is the **main** reason for using [Q219] to mail household packages instead of the U.S. Postal Service?", CONDITION="NOT Q219=1,8,9")

_\$Recall (RECALL="Of those you selected, what is the **main** reason for using [Q219A] to mail household packages instead of the U.S. Postal Service?", CONDITION="Q219=8,9")

[PROGRAMMER: DISPLAY ONLY THE ANSWERS SELECTED IN [Q226] AS THE ANSWER CHOICES IN [Q226A] AND ONLY ALLOW 1 ANSWER.]

- 01 Hours-longer/later
- 02 Convenient Location
- 04 Cheaper
- 05 Faster delivery
- 08 The service is better/more efficient/friendly
- 09 More reliable/seems safer
- 13 Shorter wait time
- 03 Offers a pick-up service
- 06 Offers a drop-off service
- 07 They pack up the item for me
- 18 Online tracking
- 97 Are there any other reasons? [SPECIFY]
- 98 Unsure
- 99 Rather not say

30. [Q209] Many people are now using the Internet to communicate, pay bills and conduct other household activities that were traditionally done by mail. In this next set of questions, we'll be asking about your household's access to and use of the Internet, including accessing the web through a mobile device. Do any of the adults age 18 or older in your household use the internet at home?

- 1 Yes
- 2 No **SKIP TO Q24**
- 8 Unsure
- 9 Rather not say

31. [Q23] What is the primary type of internet connection used at home by the adults in your household?

- 4 DSL, Cable Modem, Other Broadband (fiber optic, satellite), Wireless
- 2 Mobile Broadband (such as a Smartphone)
- 1 Dial-up modem
- 10 None – we don't use the internet at home
-8 Unsure
- 9 Rather not say
-7 Other, Specify [O_Q23]

IF (Q209=8,9 AND Q23=8,9) OR Q23 = 10, SKIP TO Q24

32. [Q22] How many adults age 18 or older in your household connect to the Internet from home? RANGE: 0-9

- 98 Unsure

99 Not applicable/Rather not say

33. [Q24] Do any of the adults in your household regularly access the Internet from any other location, such as work or a library?

- 1 Yes
- 2 No
- 8 Unsure
- 9 Not applicable/Rather not say

NOTE: SKIP TO Q177F IF

((Q209 = 2 AND Q24=2,8,9) OR (Q209 = 8,9 AND Q23 = 8,9,10 AND Q24 = 2,8,9))

34. [Q55B] With which of the following devices do adults in your household connect to the Internet for non-work-related purposes?

a. ...[Q55B1] A desktop or laptop computer?

- 1 Yes
- 2 No
- 8 Unsure
- 9 Rather not say

b. ...[Q55B2] A mobile phone or smartphone?

- 1 Yes
- 2 No
- 8 Unsure
- 9 Rather not say

c. ...[Q55B3] Another Internet device?

- 1 Yes
- 2 No
- 8 Unsure
- 9 Rather not say

NOTE: SKIP TO Q177F IF

(Q209 = 2 AND Q24=2,8,9) OR (Q209 = 8,9 AND Q23 = 8,9,10 AND Q24 = 2,8,9)

35. [Q57A1] How long have adults in your household been using the Internet at any location?

- 1 Less than 1 year
- 2 1 to 2 years
- 3 2 to 5 years
- 4 More than 5 years
- 8 Unsure
- 9 Not applicable/Rather not say

36. [Q57B1] During the last month, how often did adults in your household use the Internet for non-work-related purposes at any location? Would you say...

- 1 Several times a day
- 2 Almost every day
- 3 Several times a week
- 4 Once a week or less

- 8 Unsure
9 Not applicable/Rather not say

PROGRAMMER NOTE: SKIP TO Q177F IF

(Q209 = 2 AND Q24=2,8,9) OR (Q209 = 8,9 AND Q23 = 8,9,10 AND Q24 = 2,8,9)

37. **Q57C2]** How many adults in your household are a member of an online social network, such as Twitter, Facebook, or Instagram?

RANGE: 0-9

- 00 NONE **SKIP TO Q7**
98 Unsure **SKIP TO Q7**
99 Not applicable/Rather not say **SKIP TO Q7**

38. **[Q57C3]** [IF Q57C2=1-9] During the last month, how often did adults in your household access online social network sites?

- 1 Several times a day
2 Several times a week
3 Once per week or less
4 Not in the last month
5 Other
8 Unsure
9 Not applicable/Rather not say

PROGRAMMER NOTE: SKIP TO Q177F IF

(Q209 = 2 AND Q24=2,8,9) OR (Q209 = 8,9 AND Q23 = 8,9,10 AND Q24 = 2,8,9)

39. **[Q221]** In the last month did anyone in your household send any invitations using an invitation design and management website such as Evite or Paperless Post?

- 1 Yes
2 No
8 Unsure
9 Not applicable/Rather not say

NOTE: SKIP Q55J and Q55K IF

(Q209 = 2 AND Q24=2,8,9) OR (Q209 = 8,9 AND Q23 = 8,9,10 AND Q24 = 2,8,9)

40. **[Q55K]** In the last month, did anyone in your household make any purchases over the Internet?

- 1Yes CONTINUE
2No => **GO TO Q177F**
8Unsure => **GO TO Q177F**
9Not applicable/Rather not say => **GO TO Q177F**

NOTE: SKIP Q55R IF

(Q209 = 2 AND Q24=2,8,9) OR (Q209 = 8,9 AND Q23 = 8,9,10 AND Q24 = 2,8,9)

41. [Q55R] [IFQ55K=1] In the last month, about how many purchases did your household make over the Internet If you are not sure, please provide your best estimate of how many. [RANGE: 0-200]

000None **SKIP TO Q177F**
998Unsure **SKIP TO Q177F**
999Not applicable/Rather not say **SKIP TO Q177F**

[IF Q55R=000,999 OR (Q55R=998 AND INT55R=000,998,999) THEN SKIP Q177A]

42. [Q177A] How many of these Internet purchases were shipped and delivered? Do not include internet purchases that were delivered electronically (such as e-tickets, software, or a gift certificate for an online retailer). If you are not sure, please provide your best estimate of how many. [RANGE: 0-200]

000None
998Unsure
999Not applicable/Rather not say

**PROGRAMMER NOTE: SKIP NQ177B IF
(Q209 = 2 AND Q24=2,8,9) OR (Q209 = 8,9 AND Q23 = 8,9,10 AND Q24 = 2,8,9)
SKIP NQ177B IF Q177A=0,998,999**

43. [NQ177B] Thinking about your most recent Internet purchase that was shipped and/or delivered. Was the purchase shipped to...

1Your home address
2Your work address
3Your school address
4Another person's address
5Pick up at store / shipped to store
7Other. Please specify in the box.
0No one in my HH has ever purchased anything on the internet
8Unsure
9Not applicable/Rather not say

44. [Q177F] [ASK ALL] Do you feel more secure providing and/or receiving personal information through the Internet or through the U.S. Mail, or is it about the same?

Feel more secure providing personal information through the Internet	1
Feel more secure providing personal information through the US Mail	2
It's about the same	3
Unsure	8
Rather Not Say	9

45. [SCRIP3] In the next several questions, we will ask you about the bills and statements your household receives in the mail and online. For these questions, please count credit card statements as bills rather than statements. Press 'Next' to continue

46. [Q27] [ASK ALL] How many bills does your household receive through the mail each month? For example utilities, cable, & credit card bills? If you are not sure, please provide your best estimate of how many. [RANGE: 0-80]

00.....None → go to Q27C
98.....Unsure → go to Q27AA
99.....Rather not say → go to Q27AA

47. [Q27AA] What are the reasons you receive bills through the mail instead of receiving them by Internet?
[MULTIPLE RESPONSE, UP TO 5 RESPONSES]

27 No internet access to receive bills online

- 25 Have not set things up to receive bills online
- 26 Biller only sends bills by mail (or Biller does not send bills online)
- 08 Security/Privacy
- 14 Record Keeping
- 19 Convenience (Ease of use/Saves time)
- 20 I have always done it this way
- 30 I do not receive any bills in the mail
- 97 Other, Specify
- 98 Unsure
- 99 Rather not say

48. **[Q27AAA]** Of those you selected, what is the **main** reason you receive bills through the mail instead of receiving them by Internet? [PROGRAMMER: ALLOW ONE RESPONSE; ONLY DISPLAY OPTIONS SELECTED IN Q27AA]

- 27 No internet access to receive bills online
- 25 Have not set things up to receive bills online
- 26 Biller only sends bills by mail (or Biller does not send bills online)
- 08 Security/Privacy
- 14 Record Keeping
- 19 Convenience (Ease of use/Saves time)
- 20 I have always done it this way
- 30 I do not receive any bills in the mail
- 97 Other, Specify
- 98 Unsure
- 99 Rather not say

49. **[Q27C] [ASK ALL]** How many statements does your household receive through the mail each month? Please remember not to include credit card statements in this total. If you are not sure, please provide your best estimate of how many. [RANGE: 0-80]

- 00 ...None→ go to Q28
- 98 ...Unsure→ go to Q27DD
- 99 ...Rather not say→ go to Q27DD

50. **[Q27DD]** What are the reasons you receive statements through the mail instead of receiving them by Internet? [MULTIPLE RESPONSE, UP TO 5 RESPONSES]

- 27 No internet access to receive statements online
- 25 Have not set things up to receive statements online
- 26 Biller only sends statements by mail (or Biller does not send statements online)
- 08 Security/Privacy
- 14 Record Keeping
- 19 Convenience (Ease of use/Saves time)
- 20 I have always done it this way
- 30 I do not receive any statements in the mail
- 97 Other, Specify
- 98 Unsure
- 99 Rather not say

51. **[Q27DDD]** Of those you selected, what is the **main** reason you receive statements through the mail instead of receiving them by Internet? PROGRAMMER ONLY ONE RESPONSE, ONLY DISPLAY OPTIONS SELECTED FROM Q27DD]

- 27 No internet access to receive statements online
- 25 Have not set things up to receive statements online
- 26 Biller only sends statements by mail (or Biller does not send statements online)
- 08 Security/Privacy

- 14 Record Keeping
- 19 Convenience (Ease of use/Saves time)
- 20 I have always done it this way
- 30 I do not receive any statements in the mail
- 97 Other, Specify
- 98 Unsure
- 99 Rather not say

NOTE: SKIP TO Q221A IF (Q209 = 2 AND Q24=2,8,9) OR (Q209 = 8,9 AND Q23 = 8,9,10 AND Q24 = 2,8,9)

52. [Q28] How many bills does your household receive on-line at a website or through e-mail each month? For example utilities, cable, & credit card bills? If you're not sure, please provide your best estimate of how many. [RANGE: 0-80]

- 00 None **GO TO Q28C**
- 98 Unsure
- 99 Rather not say

53. [Q28B] For how many of these <Q28> bills that you receive online at a website or through email do you also receive a bill in the mail? If you're not sure, please provide your best estimate of how many. [RANGE: 0-80] [IF Q28B >Q28 → "Your answer cannot be more than <Q28>. Please enter a valid number."

- 00 None
- 98 Unsure
- 99 Rather not say

54. [Q28D] [If Q28 >0] What are the reasons you receive bills online at a website or through e-mail?
[MULTIPLE RESPONSE, UP TO 5 RESPONSES]

- 27 Biller only provides online bills
- 02 Received a financial incentive
- 06 Avoided a financial penalty
- 07 Environmental
- 08 Security/Privacy
- 14 Record Keeping
- 21 Reduce Clutter
- 19 Convenience (Ease of use/Saves time)
- 20 I have always done it this way
- 30 I do not receive any bills online
- 97 Other, Specify
- 98 Unsure
- 99 Rather not say

55. [Q28DD] Of those you selected, what is the **main** reason you receive bills online at a website or through e-mail?
[PROGRAMMER: ALLOW ONE RESPONSE, ONLY DISPLAY RESPONSES SELECTED IN Q28D]

- 27 Biller only provides online bills
- 02 Received a financial incentive
- 06 Avoided a financial penalty
- 07 Environmental
- 08 Security/Privacy
- 14 Record Keeping
- 21 Reduce Clutter
- 19 Convenience (Ease of use/Saves time)
- 20 I have always done it this way
- 30 I do not receive any bills online
- 97 Other, Specify
- 98 Unsure
- 99 Rather not say

56. [Q212] Thinking about this time last year, did you receive any bills:

a. By Mail

01Yes

02No

08Unsure

09Rather not say

b. Online at a website or through e-mail (computer, mobile phone, other internet device)

01Yes

02No

08Unsure

09Rather not say

NOTE: SKIP TO Q28F IF (Q209 = 2 AND Q24=2,8,9) OR (Q209 = 8,9 AND Q23 = 8,9,10 AND Q24 = 2,8,9)

57. [Q28A] How many statements does your household receive on-line at a website or through e-mail each month? Please remember not to include credit card statements in this total. If you're not sure, please provide your best estimate of how many. [RANGE: 0-80]

00..... None **GO TO Q28F**

98Unsure

99Rather not say

58. [Q28E] For how many of these <Q28A> statements that you receive online at a website or through email do you also receive a statement in the mail? If you're not sure, please provide your best estimate of how many. [RANGE: 0-80] IF Q28E > Q28A → "Your answer cannot be more than <Q28A>. Please provide a valid number."

00..... None

98Unsure

99Rather not say

59. [Q28G] [If Q28A >0] What are the reasons you receive Statements online at a website or through e-mail? [MULTIPLE RESPONSE,- UP TO 5 RESPONSES]

27..... Biller only provides online statements

02.....Received a financial incentive

06.....Avoided a financial penalty

07.....Environmental

08.....Security/Privacy

14.....Record Keeping

21.....Reduce Clutter

19.....Convenience (Ease of use/Saves time)

20.....I have always done it this way

30.....I do not receive any statements online

97.....Other, Specify

98Unsure

99Rather not say

60. [Q28GG] Of those you selected, what is the **main** reason you receive Statements online at a website or through email? [PROGRAMMER: ALLOW ONE RESPONSE,- ONLY DISPLAY OPTIONS SELECTED IN Q28G]

27..... Biller only provides online statements

02.....Received a financial incentive

- 06.....Avoided a financial penalty
- 07.....Environmental
- 08.....Security/Privacy
- 14.....Record Keeping
- 21.....Reduce Clutter
- 19.....Convenience (Ease of use/Saves time)
- 20.....I have always done it this way
- 30.....I do not receive any statements online
- 97.....Other, Specify
- 98 Unsure
- 99 Rather not say

61. [Q213]Thinking about this time last year, did you receive any statements:

a. By Mail

- 01 Yes
- 02 No
- 08 Unsure
- 09 Rather not say

b. Online at a website or through e-mail (computer, mobile phone, other internet device)

- 01 Yes
- 02 No
- 08 Unsure
- 09 Rather not say

62. [Q29] About how many total bills does your household pay, by any method, in an average month? If you are not sure, please provide your best estimate of how many. [RANGE: 0-80]

- 98 Unsure
- 99 Not applicable/Rather not say

63. [Q31] Of these <Q29> household bills, about how many are paid... If you're not sure, please provide your best estimate of how many. [IF Q31 >Q29 → "Your answer cannot be more than <Q29>. Please provide a valid number."

**NOTE: SKIP ALL THE INTERNET QUESTIONS (Q31D, Q31H, Q31I) IF
(Q209 = 2 AND Q24=2,8,9) OR (Q209 = 8,9 AND Q23 = 8,9,10 AND Q24 = 2,8,9)**

a. [Q31A] By mail RANGE: 0-80

- 98 Unsure
- 99 Not applicable/Rather not say

b. [Q31D] By Internet using a desktop computer or laptop? RANGE: 0-40

- 98 Unsure
- 99 Not applicable/Rather not say

c. [Q31H] By Internet using a mobile phone or smartphone? RANGE: 0-40

- 98 Unsure
- 99 Not applicable/Rather not say

d. [Q31I] By Internet using another device, such as a tablet? RANGE: 0-40

- 98 Unsure
- 99 Not applicable/Rather not say

e. [Q31B] In Person RANGE: 0-80

- 98 Unsure
- 99 Not applicable/Rather not say

f. [Q31C] By telephone call RANGE: 0-20

- 98 Unsure
- 99 Not applicable/Rather not say

g. [Q31F] By automatic deduction from bank account, or charge to debit card (Do not include online bill pay from a bank) RANGE: 0-20

- 98 Unsure
- 99 Not applicable/Rather not say

h. [Q31G] By automatic charge to credit card RANGE: 0-20

- 98 Unsure
- 99 Not applicable/Rather not say

64. [Q214] Thinking about this time last year, did you pay any bills:

a. By Mail

- 01Yes
- 02No
- 08Unsure
- 09Rather not say

b. By Internet (computer, mobile phone, other internet device)

- 01Yes
- 02No
- 08Unsure
- 09Rather not say

ONLY ASK Q33A IF RESPONDENT SAID THEY PAY THAT WAY IN Q31A1
--

65. [Q33A] What are the reasons you pay bills by mail? Select up to 5. [MULTIPLE RESPONSE –ALLOW UP TO 5]

- 27 No internet access to pay electronically
- 25 Have not set things up to pay electronically
- 26 Biller prefers/requires payment by mail
- 08 Security/Privacy
- 14 Record Keeping
- 19 Convenience (Ease of use/Saves time)
- 20 I have always done it this way
- 97 Other, Specify
- 98 Unsure
- 99 Rather not say

66. [Q33AA] Of those you selected, what is the main reason you pay bills by mail? [PROGRAMMING NOTE: DISPLAY ONLY THE ANSWERS SELECTED IN Q33A AS THE ANSWER CHOICES & ONLY ALLOW ONE RESPONSE]

- 27 No internet access to pay electronically
- 25 Have not set things up to pay electronically
- 26 Biller prefers/requires payment by mail
- 08 Security/Privacy
- 14 Record Keeping
- 19 Convenience (Ease of use/Saves time)
- 20. I have always done it this way
- 97 Other, Specify
- 98 Unsure
- 99 Rather not say

**ONLY ASK Q34A, Q34A1 IF RESPONDENT SAID THEY PAY THAT WAY In Q31C-Q31I [>0 AND NOT 98,99]
Exclude Q31B>0 "in person"**

67. [Q34A] What are the reasons you pay bills by electronic methods, such as Online, Automatic deduction from your bank, by phone, or Auto Charge to a Credit Card? [PROGRAMMER NOTE: MULTIPLE RESPONSE,- UP TO 5 RESPONSES]

- 00 Biller prefers/requires payment electronically
- 01 To save postage costs
- 02 Convenience (ease of use/saves time)
- 03 Received financial incentive
- 04 Avoided a financial penalty
- 05 Environmental
- 06 Reduce paper clutter
- 08 Security/Privacy
- 14 Record Keeping
- 20 I have always done it this way
- 97 Other, Specify [O_Q34A]
- 98 Unsure
- 99 Rather not say

[PROGRAMMER: DISPLAY ONLY THE ANSWERS SELECTED IN Q34A AS THE ANSWER CHOICES IN Q34A1, AND ONLY ALLOW THEM SELECT ONE ANSWER.]

68. [Q34A1] Of those you selected, what is the **main** reason you pay bills by electronic methods, such as Online, Automatic deduction from your bank, by phone, or Auto Charge to a Credit Card? [PROGRAMMING NOTE: ONLY ALLOW ONE RESPONSE]

- 00Biller prefers/requires payment electronically
- 01To save postage costs
- 02Convenience (ease of use/saves time)
- 03Received financial incentive
- 04Avoided a financial penalty
- 05Environmental
- 06Reduce paper clutter
- 08Security/Privacy
- 14.....Record Keeping
- 20..... I have always done it this way
- 97Other, Specify [O_Q34A1]
- 98Unsure
- 99Rather not say

69. [Q36] How many different magazine subscriptions do members of your household receive through the mail? If you are not sure, please provide your best estimate of how many. [RANGE: 0-50]

98..... Unsure

99..... Not applicable/Rather not say

PROGRAMMER NOTE:

SKIP Q37 IF (Q209 = 2 AND Q24=2,8,9) OR (Q209 = 8,9 AND Q23 = 8,9,10 AND Q24 = 2,8,9)

70. [Q37] How many different magazine subscriptions do members of your household receive online? If you are not sure, please provide your best estimate of how many. [RANGE: 0-50]

98.....Unsure

99.....Not applicable/Rather not say

71. [Q38] How many different magazine subscriptions do members of your household receive through another method? If you are not sure, please provide your best estimate of how many. [RANGE: 0-15]

98.....Unsure

99.....Not applicable/Rather not say

72. [Q40] How many different newspaper subscriptions do members of your household receive through the U.S. Mail? If you are not sure, please provide your best estimate of how many. [RANGE: 0-15]

98...Unsure

99...Not applicable/Rather not say

PROGRAMMER NOTE: SKIP Q41 IF (Q209 = 2 AND Q24=2,8,9) OR (Q209 = 8,9 AND Q23 = 8,9,10 AND Q24 = 2,8,9)

73. [Q41] How many different newspaper subscriptions do members of your household receive online? If you are not sure, please provide your best estimate of how many. [RANGE: 0-32]

98...Unsure

99...Not applicable/Rather not say

74. [Q42] How many different newspaper subscriptions do members of your household receive through another method? If you are not sure, please provide your best estimate of how many. [RANGE: 0-32]

98...Unsure

99...Not applicable/Rather not say

75. [Q47] When members of your household receive advertising material through the mail, do they . . .

1Usually read it

2Usually scan it

3Read some, don't read others

4Usually don't read it

- 8.....Unsure
- 9.....Not applicable/Rather not say

76. [Q53] In the last month, did anyone in your household respond to advertising, a catalog or other promotional material in the mail, including credit card solicitations?

- 1.....Yes
- 2.....No
- 8.....Unsure
- 9.....Not applicable/Rather not say

PROGRAMMER NOTE: SKIP Q222 IF (Q209 = 2 AND Q24=2,8,9) OR (Q209 = 8,9 AND Q23 = 8,9,10 AND Q24 = 2,8,9)

66. [Q222] How do you view the usefulness of advertising you receive through the mail compared to advertising you see on the internet, including via e-mail and on social media sites?

- 1....Mail advertising is more useful
- 2....Internet advertising is more useful
- 3....They are equally useful
- 4....Neither is useful
- 8....Unsure
- 9....Not applicable/Rather not say

67. [Q223] How do you view the usefulness of advertising you receive through the mail compared to advertising you see on television?

- 1....Mail advertising is more useful
- 2....Television advertising is more useful
- 3....They are equally useful
- 4....Neither is useful
- 8....Unsure
- 9...Not applicable/Rather not say

PROGRAMMER NOTE: SKIP Q224 IF (Q209 = 2 AND Q24=2,8,9) OR (Q209 = 8,9 AND Q23 = 8,9,10 AND Q24 = 2,8,9)

68. [SCR8] As you probably know, 2020 is an election year. We would like your opinion about political material you receive through the mail and through other media.

69. [Q224]How do you view the usefulness of political and election material you receive through the mail compared to political and election material you see on the internet, including via e-mail and on social media sites?

- 1....Political material in the mail is more useful
- 2....Political material on the internet is more useful
- 3....They are equally useful
- 4....Neither is useful
- 8....Unsure
- 9....Not applicable/Rather not say

70. [Q225] How do you view the usefulness of political and election material you receive through the mail compared to political and election material you see on television?

- 1 ... Political material in the mail is more useful
- 2 ... Political material on Television is more useful
- 3 ... They are equally useful
- 4 ... Neither is useful
- 8 ... Unsure
- 9 ... Not applicable/Rather not say

77. [Q179] How many coupons did you and/or members of your household use during the past month that were received through the mail? If you are not sure, please provide your best estimate of how many.
[ENTER NUMBER, RANGE 0-50]

- 98Unsure
- 99Rather not say

78. [Q180] [SKIP IF (Q209 = 2 AND Q24=2,8,9) OR (Q209 = 8,9 AND Q23 = 8,9,10 AND Q24 = 2,8,9)]
How many coupons did you and/or members of your household use during the past month that were received online on your computer, cell phone, or other internet device? If you are not sure, please provide your best estimate of how many.

- [ENTER NUMBER RANGE 0-50]
- 98Unsure
 - 99Rather not say

79. [Q181] During the past month, how many coupons did you and/or members of your household use that were received by another method – such as newspaper, magazine, door-hanger, or in-store promotion? If you are not sure, please provide your best estimate of how many.
[ENTER NUMBER RANGE 0-50]

- 98 Unsure
- 99 Rather not say

80. [Q60] The next set of questions are for classification purposes only. The answers allow us to compare your household to other households with similar characteristics. Including yourself, how many people live in your household? [RANGE 1-16]

- 01.....ONE => GO TO AGE
- 98.....Unsure
- 99.....Not applicable/Rather not say

81. [Q65] How many are 18 years of age or older? [RANGE 1-10]

- 98.....Unsure
- 99.....Not applicable/Rather not say

IF Q65 = Q60 BUT NOT 01 or 99, SKIP TO SCRP6

82. [Q61] How many of are under age 6? [RANGE 0-9]

- 98 Unsure
- 99 Not applicable/Rather not say

83. [Q62] How many are between the ages of 6 and 12? [RANGE 0-6]

- 98 Unsure
- 99 Not applicable/Rather not say

84. . [Q63] How many are between the ages of 13 and 17? [RANGE 0-5]

98Unsure

99Not applicable/Rather not say

85. [SCR6] ONLY SHOW SCR6 IF Q65>1 The next questions concern the <Q65> [people/person] in your household, 18 years of age and older. Let's begin with you.

1CONTINUE

86. [AGE] What is <your/their> age?

0118-21

0222-24

0325-34

0435-44

0545-54

0655-64

0765-69

0870-74

0975+

98Unsure

99Not applicable/Rather not say

FLAG HH AS YOUNG IF PERSON 1 = 1, 2, OR 3]

87. [RESTG] What is <your/their> gender?

1Male

2Female

8Unsure

9Not applicable/Rather not say

88. [Q68] What is <your/their> marital status?

1Married

2Living as married

3Single, never been married

4Divorced

5Separated

6Widowed

8Unsure

9Not applicable/Rather not say

89. [Q69] Are <you/they> currently . . .

1Employed full-time => GO TO Q79

2Employed part-time => GO TO Q79

3Retired, or

4Not employed

5Self-employed => GO TO Q79

8Unsure

9Not applicable/Rather not say

90. [Q70] Have <you/they> been employed within the last 12-months?

1Yes => GO TO Q79

2No IF Q69=3 AND Q70=2 SKIP TO Q79

8Unsure

9Not applicable/Rather not say

91. [Q71] Are <you/they> currently . . .

- 1A student
- 2A homemaker
- 3Disabled
- 4Temporarily laid off
- 5Retired
- 6Other, specify
- 8Unsure
- 9Not applicable/Rather not say

92. [Q79] What is the highest level of education <YOU/THEY> have obtained?

- 18th grade or less
- 2Some high school
- 3High school graduate
- 4Some college
- 5Technical school graduate
- 6College graduate
- 7Post graduate work
- 8Unsure
- 9Not applicable/Rather not say

93. [Q81A] Would you describe the head of your household as Hispanic or Latino? (A person of Cuban, Mexican, Puerto Rican, South or Central American, or other Spanish culture or origin, regardless of race.)

- 1.....YES
- 2.....NO
- 8.....Unsure
- 9.....Not applicable/Rather not say

FLAG HH AS HISPANIC IF Q81A = 1 FOR PERSON 1

94. [Q81B] Which of the following do <you/they> consider <yourself/themselves> household member to be?

- 1.....White/Caucasian
- 2.....Black/African American
- 3.....Asian
- 4.....American Indian and Alaska Native
- 5.....Native Hawaiian and Other Pacific Islander
- 7.....Other, Specify
- 8.....Unsure
- 9.....Not applicable/Rather not say

95. [Q82] Would <you/they> say <you/they> are one of the heads of the household?

- 1.....Yes
- 2.....No
- 8.....Unsure
- 9.....Not applicable/Rather not say

[END OF ROSTER – if more than 1 Adult, go back to RESTG]

[PREND] END OF THE PERSON ROSTER YOU HAVE FINISHED <PERNO>
IN A <Q65> PERSON HOUSEHOLD (18 OR OLDER)
YOU MUST COLLECT INFO FOR ALL <Q65> ADULTS.

- 1.....GO TO NEXT PERSON
- 2.....DONE WITH HH MEMBERS

96. [Q84] For statistical purposes, was your total household income last year, before taxes and including all household members, above or below \$50,000?

- 1.....Under \$50,000 a year
- 2.....Over \$50,000 a year
- 8.....DK
- 9.....RF

IF NEEDED or IF Q84 = 9: I understand if you feel uncomfortable answering this question. However, we only ask about income to ensure all households are equally represented in our survey. Your answer is completely confidential and only used as part of this research study in combination with other households across the country. Was your household income last year above or below \$50,000?

IF RF A 2ND TIME, CONTINUE WITH THE SURVEY

IF THEY PROVIDE AN ANSWER, BE SURE TO SAY THANK YOU!

97. [Q85] IF UNDER \$50K Stop me when I say an income category that best matches your household income...

- | | |
|-----------------------------------|-----------------------------------|
| 01.....Under \$7,000 a year | 06.....\$25,000 - \$34,999 a year |
| 02.....\$7,000 - \$9,999 a year | 07.....\$35,000 - \$49,999 a year |
| 03.....\$10,000 - \$14,999 a year | 98.....DK |
| 04.....\$15,000 - \$19,999 a year | 99.....RF |
| 05.....\$20,000 - \$24,999 a year | |

IF Q85 = 99: IF NEEDED: This more specific detail is used to analyze the data and will not be used for any purpose outside this study.

IF RF A 2ND TIME, CONTINUE WITH THE SURVEY

IF THEY PROVIDE AN ANSWER, BE SURE TO SAY THANK YOU!

98. [Q86] IF OVER \$50K Stop me when I say an income category that best matches your household income...

- 08.....\$50,000 - \$64,999 a year
- 09.....\$65,000 - \$79,999 a year
- 10.....\$80,000 - \$99,999 a year
- 11.....\$100,000 - \$119,999 a year
- 12.....\$120,000 - \$149,999 a year
- 13.....\$150,000 and over
- 98.....DK
- 99.....RF

IF Q86 = 99: IF NEEDED: This more specific detail is used to analyze the data and will not be used for any purpose outside this study.

[INCOME]: COMPUTED HH INCOME

99. [Q87] Do you own or rent your home?

- 1.....Own
- 2.....Rent
- 8.....DK
- 9.....RF

100. [Q88] How long have you lived in your present home? RANGE 0-80 IF LESS THEN ONE YEAR, ENTER ZERO

98.....DK

99.....RF

101. [Q89] Which of the following best describes your home?

1.....Single family detached home

2.....Apartment or condominium

3.....Mobile home

6.....Duplex or townhouse

8.....DK

9.....RF

102. [CLPHL] How many mobile or cell phones does your household have? RANGE 0-20

98.....DK

99.....RF

103. [PHNLNS] Do you have a landline in your household? Please do not include cell phones in this total.

1 Yes

2 No

8 Don't Know

9 Refused

104. [Q92] Do you or any member of your household have a business that is operated from home?

1.....YES

2.....NO => GO TO Q97

8.....DK => GO TO Q97

9.....RF => GO TO Q97

105. [NQ92] About how many packages does the business receive in an average week? RANGE 0-75

98.....Unsure

99.....Not applicable/Rather not say

106. [Q93] About how many pieces of mail does the business receive each week? RANGE 0-75 VERIFY RESPONSE IF
ZERO

98.....DK

99.....RF

107. [NQ93] About how many packages does the business send in an average week? RANGE 0-75

98.....Unsure

99.....Not applicable/Rather not say

108. [Q94] About how many pieces of mail does the business send each week? RANGE 0-75 VERIFY RESPONSE IF
ZERO

98.....DK

99.....RF

109. [SCRPF] Remember, when you do your household diary, we are interested only in household mail, so please do not include this business mail in your diary.

110. [Q97].....We just have a few more questions.

As I mentioned earlier in our conversation, the second part of this study involves recording your household's mail by either using daily diaries, which we will mail to you, by going online, or by downloading the USPS Survey APP to your smartphone. You will answer detailed questions about the mail your household sends and receives for 7 days. Once you complete the diaries, you will receive your choice of either 100 **Forever Stamps** or a \$40 check. You can expect your gift to arrive roughly 10 to 12 weeks after we receive your completed diaries.

IF THEY ASK HOW LONG IT TAKES, SAY: How long it takes depends on how much mail you receive. The first day of your diary-recording week will take the longest as you become more familiar with the survey. After that, on average, it should only take about 3-5 minutes for each piece of mail. Should you need assistance, we have a USPS hotline available to provide you with step-by-step instructions to assist you and to answer any questions you may have.

IF ASKED: That toll free number is 888-441-8777.

Which method would you like to use to complete the second part of the study?

Send my diary packet by mail	1	
I will provide my households mail information online	2	
I will download the USPS Survey APP to my smartphone .	3	
..I do not wish to participate in the second part of the study	9	=> OLIST

111. [GIFT] Which gift would you like to receive for completing the diaries?

2.....100 Forever Stamps
3.....Forty Dollars

112. [ASSNC] We'd like for you to answer questions about your household's mail for the week of READ DATE. Is that a good week for you? IF NOT, THEN OFFER NEXT ASSN WEEK. So let me confirm that you understand we'll be mailing you a set of household diaries that you'll complete during your assignment week, which is READ DATE. In appreciation for completing those diaries, we will send you the gift you requested which takes about 10-12 weeks once we receive your completed diaries. Do you have any questions for me about the diaries? ANSWER QUESTIONS AS NEEDED AND CONTINUE

1 CONTINUE TO RFNAM

IF NEEDED – TYPICALLY ONLY NEED THIS KIND OF TERMINATION AT END OF A QUARTER; -- IF NOT OKAY, SAY: I'm sorry, but your household was selected to participate the week of <LAST ASSN>. I'm sorry your household is not eligible, but thank you very much for your time and participation. GO TO INT CODE AS QA

113. [RESPF RESPL]. "Can you please provide me with your first and last name so the materials can be addressed and mailed correctly?"

[RESPONDENT NAME is moved from RESPF RESPL to RFNAM/RLNAM]

PLEASE ENTER ONLY THE FIRST AND LAST NAME OF THE RESPONDENT. PLEASE DO NOT ENTER MIDDLE INITIAL, MR. OR MRS.

FOR PROCESSING PURPOSES, IT IS IMPORTANT THAT WE HAVE ONLY ONE FIRST AND ONE LAST NAME PER HOUSEHOLD. ANY ADDITIONAL INFORMATION WILL DELAY PROCESSING.

114. **[MATRL]** Would you prefer your diary materials in English or Spanish?

**ASK ONLY IF ANY PORTION OF SURVEY WAS CONDUCTED IN SPANISH.
(IF ALL OF SURVEY WAS CONDUCTED IN ENGLISH, PICK “ENGLISH.”)**

1.....ENGLISH

2.....SPANISH

115. **[DIFHP]** A few days after we mail your diaries, we want to call to make sure you’ve received them and also to remind you of the dates we need you to track your mail. When we do this, should we call you at this number or is there a different number where you would prefer to be called? **READ THE NUMBER TO RESPONDENT**

1.....YES, THE NUMBER IS OK ->THANK

2.....NO, CALL DIFFERENT NUMBER ->OTHPH

[OTHPH]- NEED TO COLLECT DIFFERENT NUMBER]

IF OTHPH PROVIDED - NEXT QUESTION => GO TO [THANK]

IF NOT PROVIDED - NEXT QUESTION => GO TO [EMAIL]

[EMAIL] [IF OTHPH is left blank] Since no phone was entered, maybe it would be easier for us to contact you via email to remind you about your diary dates. Please enter the email address you prefer we use:

[PHONE1] [IF EMAIL and OTHPH is left blank] We understand not wanting to share personal information, like phone numbers and email addresses. It's important that we have a way to reach you to remind you about your diary tracking, and also to answer any questions you have about the study. All information collected in the Household Diary Study is confidential and we do not sell, rent, loan or in any way share personal information with anyone. Please provide the phone number or email address you prefer we use.

1 Provide Phone -> OTHPH

2 Provide email -> EMAIL

9 Will not provide -> INT99 OR THANK (end question)

116. **[CB]** What would be a good day and time to call you back? => GO TO NAME

117. **[NAME]** Who should I ask for when I call back? => GO TO END

118. **[THANK]** Thank you very much for your participation. I have a toll free phone number where you can reach us—would you like to write it down? **IF RESPONDENT WANTS NUMBER, READ SLOW ENOUGH FOR THEM TO WRITE** That number is 1-888-441-8777. Goodbye and have a nice evening/day.

119. **[INT03]** Although you do not wish to continue with our survey, we appreciate the time you have given us today. Thank you and goodbye.

RF.....Refused to do diaries => GO TO END

120. **[INT10]** Thank you very much for your time. I’m sorry if we inconvenienced you, but we need to attempt to contact the household currently using the other mailing address. Have a nice evening/day. Goodbye. **IF NEEDED:** For this survey, the USPS has randomly selected households based on their mailing address. If you have any questions, please call 1-888-441-8777.

QN.....Not qualified due to address change => GO TO END (QN=wrong address if street address different from sample file)

121. **[OLIST]** IF REFUSES TO PARTICIPATE In DIARY STUDY: Would you please tell me why you do not want to participate in our survey? OPEN END => INT03 code as RF

122. **[INTRO]** Hello, this is _____, calling on behalf of the U.S. Postal Service. May I please speak with<NAME>? We began an interview concerning your household's mail and I would like to complete that interview now.

IF THERE IS NO NAME HERE, THEN THIS IS NOT A PARTIAL SO RESTART

2=CONTINUE WHERE I LEFT OFF

1=RESTART AT THE BEGINNING

123. **[INT]** ENTER FINAL DISPOSITION.

END OF QUARTER ONLY: IF YOU ARE HERE BECAUSE THE RESPONDENT CANNOT DO THE DIARIES THIS QUARTER THEN LEAVE F8 NOTE AND CODE AS QA.

QUOTA FULL: YOU ARE HERE BECAUSE THE REGION IN WHICH THEY LIVE HAS REACHED IT'S QUOTA. SELECT OQ. I'm sorry if we've inconvenienced you, but we have filled the quota for the region in which you live. For this survey, the USPS has randomly selected households based on their mailing address. If you have any questions, please call 1-888-441-8777. Have a nice evening/day."

CP.....PARITAL COMPLETE => GO TO CB

RP.....PARTIAL REFUSAL => GO TO REFUS

RF.....STRONG REFUSAL => GO TO REFUS

QA.....(INT02) NO ASSN DATES AVAILABLE (ONLY USED AT END OF QTR)

OQ.....OVER QUOTA DUE TO THE REGION WHERE THEY LIVE

[INT04] Thank you very much for your time. I'm sorry if we inconvenienced you, but we need households that receive their mail at their home address. Have a nice evening/day. Goodbye.

QM..... DOES NOT RECEIVE MAIL AT HOME ADDRESS => GO TO END

[INT99] SURVEY COMPLETE

CM.....COMPLETE

[REFU1] ENTER THE REASON THIS RESPONDENT IS REFUSING

1=TIME ISSUES

2=NOT INTERESTED IN TOPIC

3=INTERVIEW TOO LONG

4=SUSPICIOUS OF NUSTATS OR SURVEY

5=DON'T FEEL THEIR INFO IS VALUABLE

7=OTHER, SPECIFY

8=DK

[REFUS] ENTER THE REASON THIS RESPONDENT IS REFUSING

1=RESPONDENT YELLING

2=RESPONDENT USING PROFANITY

3=RESPONDENT THREATENING

4=INBOUND REFUSAL

5=RESPONDENT ASKED TO BE TAKEN OF LIST

7=OTHER, SPECIFY

8=DK



Appendix C2: Diary Package - Advance Letter – Extra Incentive

May 13, 2021

«SAMPN»-«REPLICATE»

Postal Resident

«ADDRESS» «HSUIT»

«CITY», «STATE» «ZIP»

«BARSAMP»

The U.S. Postal Service is guided by one principle: we exist to serve our customers. This vision is our commitment to ensuring a vital Postal Service for future generations.

To assist us in meeting that commitment, your household, along with others in your area, has been selected to be included in our 33rd annual Household Diary Study for 2020. This is a two-part study where we would like you to answer questions about your household's mail, and to record information about the mail your household sends and receives for a one-week period. Ultimately, your responses will help us make important decisions about performance improvements and investments in new equipment, facilities, programs, and technologies to better serve you.

We will make your participation as convenient as possible in being part of the Household Diary Study:



Online – This is the simplest and most convenient; you can complete the initial questionnaire about your household and the mail you send and receive any time you want by going to: <https://uspsmailsurvey.com/USPSWEB.htm> and enter PIN #: «SAMPN».



Phone – Within the next few days, we will call you to answer any questions you might have and conduct the initial interview, or make an appointment to do the interview when convenient to you.

All information collected is strictly confidential in order to protect your privacy.

The second part of the study involves recording information about your household's mail for one week. We will provide your household with diaries in which to record this information, along with easy-to-read instructions on how to complete them. Or you can record your mail information online.

As a thank you for your time and participation, once we have received your completed mail information, you will have a choice of ONE of the following:

- **Forty dollars**
- **100 First-Class stamps**

Your household may also have the opportunity to receive an additional incentive of your choice of either a \$10 electronic Amazon.com gift card or a \$10 electronic Wal-Mart gift card that will be sent to you upon receipt of your diary packet!

For any questions about the project or to give us the best phone number and time for reaching you, please visit <https://uspsmailsurvey.com/usps> anytime, or call our hotline at 1-888-441-8777 between 11am and 5pm Central Standard time Monday through Friday.

Thank you for joining us in the Household Diary Study!

Sincerely,



John F. Mazzone
Manager, USPS Household Diary Study

Voltee para Español →

475 L'ENFANT PLAZA SW
WASHINGTON DC 20260-0010

13 de mayo de 2021

Residente Postal

«ADDRESS» «HSUIT»

«CITY», «STATE» «ZIP»

«SAMPN»-«REPLICATE»

El Servicio Postal de los Estados Unidos se conduce bajo un principio: existimos para servir a nuestros clientes. Esta visión es nuestro compromiso para asegurar un Servicio Postal vital para las futuras generaciones.

Para ayudarnos a alcanzar este compromiso, estamos realizando nuestro 33^a Estudio Domiciliario en Diarios anual. Este es un estudio de dos partes donde quisiéramos que respondieran preguntas sobre el correo de su hogar, y para registrar información sobre el correo que su hogar envía y recibe por un periodo de una semana. Esta es la razón por la cual su hogar, junto con otros en su área, fue seleccionado para responder preguntas acerca del correo de su hogar y registrar la información acerca de la correspondencia enviada y recibida por su hogar en un período de una semana.

Le proporcionaremos a su hogar unos diarios postales en los cuales podrá registrar esta información, junto con instrucciones de fácil lectura acerca de cómo completarlos. Esta información nos ayudará a entender mejor tendencias actuales en el volumen y tipos de correo que los hogares manejan de forma diaria. Por último, su respuesta nos ayudará a tomar decisiones importantes acerca de mejoras en nuestro desempeño e inversiones en nuevos equipos, instalaciones, programas y tecnologías para servirle mejor.

Como muestra de agradecimiento por su tiempo y participación, una vez que hayamos recibido su información acerca de su correo completado, usted tendrá la opción de recibir uno de los siguientes:

- Cuarenta dólares
- 100 Estampillas de primera clase (First-Class)

Su hogar también puede tener la oportunidad para recibir un incentive adicional de su elección de una tarjeta de regalo electronica de \$10 de Amazon.com o una tarjeta de regalo electronica de \$10 de Wal-Mart que se le enviará al recibir sus diarios completados.

Haremos todo lo posible para que su participación se realice de la manera más conveniente para usted. Tiene usted dos opciones para ser parte del Estudio Domiciliario en Diarios:



Internet – Participar por Internet es la opción más fácil y conveniente. En cualquier momento, usted puede completar la primera parte del estudio en la que se le hacen preguntas sobre su hogar y el correo que envía y recibe. Sólo visite <https://uspsmailsurvey.com/usps/spanish> e ingrese el número de PIN: «SAMPN».



Teléfono – Dentro de los próximos días, le llamaremos para contestar cualquier pregunta que tenga e iniciar la primera parte del estudio o programar una hora que sea conveniente para usted.

Toda la información recopilada es estrictamente confidencial para proteger su privacidad.

Si tiene cualquier pregunta sobre el estudio o desea proporcionarnos un número telefónico y la hora más conveniente para comunicarnos con usted, por favor visite https://uspsmailsurvey.com/usps/study_info-spanish.htm en cualquier momento, o llame gratis a nuestra línea de asistencia del proyecto al **1-888-441-8777** de lunes a viernes de 11am a 5pm hora central.

¡Agradecemos su participación en el Estudio Domiciliario en Diarios!

Atentamente,

John F. Mazzone

Director, Estudio Domiciliario en Diarios de USPS



Appendix C2: Diary Package - Advance Letter

May 13, 2021

«SAMPN»-«REPLICATE»

Postal Resident

«ADDRESS» «HSUIT»

«CITY», «STATE» «ZIP»

«BARSAMP»

The U.S. Postal Service is guided by one principle: we exist to serve our customers. This vision is our commitment to ensuring a vital Postal Service for future generations.

To assist us in meeting that commitment, your household, along with others in your area, has been selected to be included in our 33rd annual Household Diary Study for 2020. This is a two-part study where we would like you to answer questions about your household's mail, and to record information about the mail your household sends and receives for a one-week period. Ultimately, your responses will help us make important decisions about performance improvements and investments in new equipment, facilities, programs, and technologies to better serve you.

We will make your participation as convenient as possible in being part of the Household Diary Study:



Online – This is the simplest and most convenient; you can complete the initial questionnaire about your household and the mail you send and receive any time you want by going to: <https://uspsmailsurvey.com/USPSWEB.htm> and enter **PIN #:** «SAMPN».



Phone – Within the next few days, we will call you to answer any questions you might have and conduct the initial interview, or make an appointment to do the interview when convenient to you.

All information collected is strictly confidential in order to protect your privacy.

The second part of the study involves recording information about your household's mail for one week. We will provide your household with diaries in which to record this information, along with easy-to-read instructions on how to complete them. Or you can record your mail information online.

As a thank you for your time and participation, once we have received your completed mail information, you will have a choice of ONE of the following:

- **Forty dollars**
- **100 First-Class stamps**

For any questions about the project or to give us the best phone number and time for reaching you, please visit <https://uspsmailsurvey.com/usps> anytime, or call our hotline at **1-888-441-8777** between 11am and 5pm Central Standard time Monday through Friday.

Thank you for joining us in the Household Diary Study!

Sincerely,



John F. Mazzone

Manager, USPS Household Diary Study

475 L'ENFANT PLAZA SW
WASHINGTON DC 20260-0010

Voltee para Español →

13 de mayo de 2021

Residente Postal

«ADDRESS» «HSUIT»

«CITY», «STATE» «ZIP»

«SAMPN»-«REPLICATE»

El Servicio Postal de los Estados Unidos se conduce bajo un principio: existimos para servir a nuestros clientes. Esta visión es nuestro compromiso para asegurar un Servicio Postal vital para las futuras generaciones.

Para ayudarnos a alcanzar este compromiso, estamos realizando nuestro 33^a Estudio Domiciliario en Diarios anual. Este es un estudio de dos partes donde quisiéramos que respondieran preguntas sobre el correo de su hogar, y para registrar información sobre el correo que su hogar envía y recibe por un periodo de una semana. Esta es la razón por la cual su hogar, junto con otros en su área, fue seleccionado para responder preguntas acerca del correo de su hogar y registrar la información acerca de la correspondencia enviada y recibida por su hogar en un período de una semana.

Le proporcionaremos a su hogar unos diarios postales en los cuales podrá registrar esta información, junto con instrucciones de fácil lectura acerca de cómo completarlos. Esta información nos ayudará a entender mejor tendencias actuales en el volumen y tipos de correo que los hogares manejan de forma diaria. Por último, su respuesta nos ayudará a tomar decisiones importantes acerca de mejoras en nuestro desempeño e inversiones en nuevos equipos, instalaciones, programas y tecnologías para servirle mejor.

Como muestra de agradecimiento por su tiempo y participación, una vez que hayamos recibido su información acerca de su correo completado, usted tendrá la opción de recibir uno de los siguientes:

- **Cuarenta dólares**
- **100 Estampillas de primera clase (First-Class)**

Haremos todo lo posible para que su participación se realice de la manera más conveniente para usted. Tiene usted dos opciones para ser parte del Estudio Domiciliario en Diarios:



Internet – Participar por Internet es la opción más fácil y conveniente. En cualquier momento, usted puede completar la primera parte del estudio en la que se le hacen preguntas sobre su hogar y el correo que envía y recibe. Sólo visite <https://uspsmailsurvey.com/usps/spanish> e ingrese el **número de PIN: «SAMPN»**.



Teléfono – Dentro de los próximos días, le llamaremos para contestar cualquier pregunta que tenga e iniciar la primera parte del estudio o programar una hora que sea conveniente para usted.

Toda la información recopilada es estrictamente confidencial para proteger su privacidad.


Si tiene cualquier pregunta sobre el estudio o desea proporcionarnos un número telefónico y la hora más conveniente para comunicarnos con usted, por favor visite https://uspsmailsurvey.com/usps/study_info-spanish.htm en cualquier momento, o llame gratis a nuestra línea de asistencia del proyecto al **1-888-441-8777** de lunes a viernes de 11 am a 5pm hora central.

¡Agradecemos su participación en el Estudio Domiciliario en Diarios!

Atentamente,

John F. Mazzone

Director, Estudio Domiciliario en Diarios de USPS



Appendix C2: Paper Diary– Diary Package Cover Letter

USPS

Household Diary Study

Dear «LASTNAME» Family,

What is the Household Diary Study?

The Household Diary Study is a national research effort sponsored by the U.S. Postal Service. The information collected from households like yours will be used to help us design systems to use our resources most effectively, develop strategies for making wise decisions, and monitor the effects of electronic technology on regular mail service. Ultimately, the data will help us find ways of keeping the cost of service at a minimum.

The study is conducted on our behalf by NuStats, a professional research firm in Austin, Texas. NuStats ensures all information collected is strictly confidential and is used for our research purposes only. The information from your household will be used only in combination with data from other participating households.

What are we asking of you?

Answer questions about all the mail and packages your household receives and sends for seven days. We are only interested in the mail you send and receive for the week of «TDAYS».

There two ways to participate: (Please choose ONE way to enter in your mail information.)

- ❖ **You can enter your information in this package that is provided for you.** *(Each item is numbered in the top right-hand corner.)*
 - **Read Steps 1-7 in the Instruction Booklet (1) first** – this is important because it explains how to correctly fill out the Answer Booklets and provides visual examples.
 - **Review the Photo Quick Start (2).**
 - **Answer questions from the Question Booklet (3) by recording the codes in the Answer Booklets.** Do this for all the mail and packages your household receives and sends each day.
 - **Return all completed Answer Booklets (4a-4g) in the Daily Envelopes (5a-5g), Mail Pieces, and the Gift Selection Form (6), stated on the “I’m done....” Postcard (7), in the postage-paid Priority Mail envelope (8) – drop in any public U.S. Postal Service mailbox or post office.**
- ❖ **Or you can go online at:**
 - <https://uspsmailsurvey.com/uspsret> and enter in the PINNO to get started.
 - If you have any questions regarding the diaries or the study, you can visit the **USPS Diary Study** survey Website at: <https://uspsmailsurvey.com/usps>.
 - **Place your Mail Pieces in the Daily Envelopes (5) with the Gift Selection Form (6) and return using the postage-paid Priority Mail envelope (8) and drop in any public U.S. Postal Service mailbox or post office.**

If you have any questions about how to complete the survey, call the USPS Hotline at **1-888-441-USPS (8777)** available 11am-5pm CST (Monday-Friday). You can also email us at: usps@nustats.com.

I would like to thank you again for your participation and willingness to do the research that will help us improve our performance at your local post office.

Sincerely,




John F. Mazzone

Manager, USPS Household Diary Study

(Please allow 10-12 weeks for processing of your gift.)





Appendix C2: Web Diary – Diary Package Cover Letter

USPS Household Diary Study

Dear «LASTNAME» Family,

What is the Household Diary Study?

The Household Diary Study is a national research effort sponsored by the U.S. Postal Service. The information collected from households like yours will be used to help us design systems to use our resources most effectively, develop strategies for making wise decisions, and monitor the effects of electronic technology on regular mail service. Ultimately, the data will help us find ways of keeping the cost of service at a minimum.

The study is conducted on our behalf by NuStats, a professional research firm in Austin, Texas. NuStats ensures all information collected is strictly confidential and is used for our research purposes only. The information from your household will be used only in combination with data from other participating households.

What are we asking of you?

Answer questions about all the mail and packages your household receives and sends for seven days. We are only interested in the mail you send and receive for the week of «TDAYS».

❖ You have chosen to complete your diaries online. Please log in to:

- <https://uspsmailsurvey.com/uspsret> and enter in the pin number «SAMPN» to get started.
- For instructions and details on how to begin please visit the Survey Website: <https://uspsmailsurvey.com/usps>. This is an important step to learn about reporting your mail.
- Place your Mail Pieces in the Daily Envelopes (5) and return using the postage-paid Priority Mail envelope (8) and drop in any public U.S. Postal Service mailbox or post office.

If you have any questions regarding the study or how to complete the survey, call the USPS Hotline at **1-888-441-USPS (8777)** available 11am-5pm CST (Monday-Friday). You can also visit the **USPS Diary Study** survey Website at: <https://uspsmailsurvey.com/usps> or email us at: usps@nustats.com.

I would like to thank you again for your participation and willingness to do the research that will help us improve our performance.

Sincerely,



John F. Mazzone
Manager, USPS Household Diary Study
(Please allow 10-12 weeks for processing of your gift.)





Appendix C2: Smartphone App Diary– Diary Package Cover Letter

USPS Household Diary Study

Dear «LASTNAME» Family,

What is the Household Diary Study?

The Household Diary Study is a national research effort sponsored by the U.S. Postal Service. The information collected from households like yours will be used to help us design systems to use our resources most effectively, develop strategies for making wise decisions, and monitor the effects of electronic technology on regular mail service. Ultimately, the data will be used to find ways of keeping the cost of service at a minimum.

The study is conducted on our behalf by NuStats, a professional research firm in Austin, Texas. NuStats ensures all information collected is strictly confidential and is used for our research purposes only. The information from your household will be used only in combination with data from other participating households.

What are we asking of you?

Answer questions about all the mail and packages your household receives and sends for seven days. We are only interested in the mail you send and receive for the week of «TDAYS».

You have selected to do the diary survey on the IOS/Android App. Download instructions are below:

❖ IOS

- Go to the Apple App Store and search for USPS Survey.
- Download and Install the USPS Survey app.
- Once you open up the app, enter in your pin number «SAMPN» to get started.
- Follow the instructions throughout the app.

❖ Android

- Go to Google Play and search for USPS Survey.
- Download and Install the USPS Survey app.
- Once you open up the app, enter in your pin number «SAMPN» to get started.
- Follow the instructions throughout the app.

For instructions and details on how to begin please visit the Survey Website:

<https://uspsmailsurvey.com/usps>. This is an important step to learn about reporting your mail.

If you have any questions call the USPS Hotline at **1-888-441-USPS (8777)** available 11am-5pm CST (Monday-Friday). You can also email us at: usps@nustats.com.

I would like to thank you again for your participation and willingness to do the research that will help us improve our performance.

Sincerely,



John F. Mazzone
Manager, USPS Household Diary Study
(Please allow 10-12 weeks for processing of your gift.)





Appendix C2: Diary Package – Instruction Booklet

Instruction Booklet

PLEASE READ THIS FIRST!

*Includes instructions for completing the Answer Booklets
and examples of postage and mail markings
for each type of mail, behind the color-coded tabs*

Common Terms & Questions

Here are definitions of some of the terms that we use throughout the Household Diary materials and the most frequently asked question.

Common Terms

- **Mail Pieces** are the different pieces of mail that you receive and send – letters, bills, postcards, magazines, advertisements, packages, etc.
- **Mail Type** is the category of mail that we ask you to sort your mail into. *(See the list of 6 mail types on page 1 of this booklet.)*
- **Postage** is how the piece of mail was paid for when it was sent. There are three different types of postage: Stamps, Meter, or Permit. *(See the visual examples under the color-coded tabs for each mail type.)*
- **Mail Markings** are markings that are printed on a mail piece either by the U.S. Postal Service or the mailing house. These markings indicate the postage paid and the type of mail. The Postage and Mail Markings are typically located in:
 - a) the top right-hand corner of the mail piece,
 - b) above or below the address, or
 - c) inside the window of an envelope.

What is the difference between First-Class Mail and Presorted Standard or Marketing Mail?

These are the two most common mail types. Here are some ways to help distinguish between them:

- **First-Class Mail** from businesses are often marked "First-Class" or "Presorted First-Class," especially when they don't have stamps. If the mail piece just has a stamp or metered strip without any of these markings, it is likely First-Class Mail.

Hint: Most letter size envelopes will have postage of 49¢ or more, either in First-Class stamps, a metered strip, or a "Forever Stamp."

If it is Presorted First-Class, it may have less postage but it will say "Presorted First-Class."

(See pages 5-8 in this booklet for descriptions & more visual examples.)

Examples

Presorted First-Class Mail Markings



- **Presorted Standard or Marketing Mail** pieces are always marked "Presorted Standard," or "PRSRT STD," or "Standard," or "STD," or "MKTG," or "PRST MKTG" usually in the upper-right corner of the mail pieces close to the stamp or meter strip.

(See pages 9-13 in this booklet for descriptions & more visual examples.)

Presorted Standard or Marketing Mail Markings



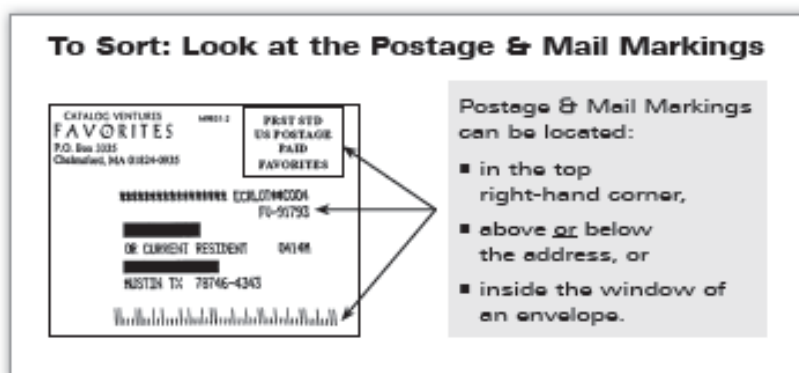
How to fill out the Answer Booklets.

1

Sort your daily mail into groups by mail type.

The first step is to sort your mail each day into groups of mail types by looking at the postage and other markings on your mail (we call these "mail markings"). All the mail you receive can be classified as one of the following 6 types*:

1. First-Class / Presorted First-Class Mail (Purple pages)
2. Presorted Standard or Marketing Mail (PRSRT STD or PRSRT MKTG) (Blue pages)
3. Nonprofit Organization Mail (Gray pages)
4. Packages & Expedited Materials (Green pages)
5. Magazines, Newspapers, or Other Periodicals (Yellow pages)
6. Unaddressed Mail – Delivered by US Postal Service only (Pink pages)



*To help you sort your mail, see the examples of postage and mail markings under the colored tab associated with each mail type.

We are only interested in your household mail and packages:

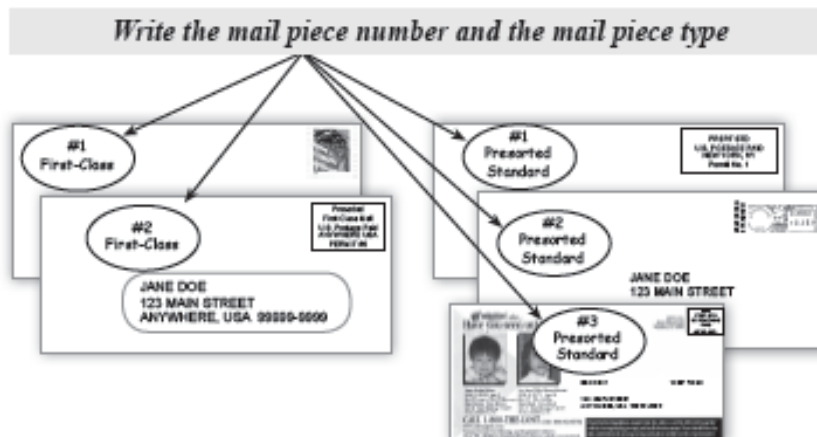
- Please DO NOT include any mail received or sent for a business, club, or association operated from your home.
- DO NOT include any mail sent to your PO Box.
- Please DO include household mail or packages that you send or receive at another location, for instance at work.

Special Circumstances

- If you did not receive or send any mail or packages, or if there was no mail service one day during your assigned week, put an "X" in the box labeled "Did Not Receive or Send any Mail/Packages Today" on page 1 of the Answer Booklet for that day.
- If household members will be away from home on any day(s) during the diary week, record all mail received in the daily answer booklet for the day on which you return.
- If you forget to pick up your mail for a day, record all mail received on the next day.
- You may not receive mail on Sunday, but you may receive packages and/or send mail out.

2 Number and label the mail pieces within each mail type.

Once your mail is sorted for that day, write the mail type on each piece of mail and then number the mail pieces within each mail type. For example, the top First-Class mail piece is #1, the next is #2, and so on until you have numbered all First-Class Mail for that day. Next, number all the other types of mail (Presorted Standard, Nonprofit, Packages, etc.) beginning again with #1, and then #2, and so on for each different mail type.



3 Complete the Summary Page (page 1) in the Answer Booklet for each day.

On this page, record the total number of mail pieces of each type that all members of your household received and sent that day. (See Summary Page example below.)

Summary Page

Please print clearly as in the example below: Use a pen in black or blue ink. DO NOT USE PENCIL.

☐ 1 OR ☐ 20

Did not Receive or Send any Mail/Packages Today: ☐ (If no mail received or sent, mark the box above with an "X." You are done for today.)

Mail RECEIVED Monday: Total # Received

Record the total number of mail received above and then record for each mail type below:

1. First-Class:	<input type="text" value="4"/>	Total # Received → GO TO PAGE 2 (PURPLE)
First-Class errors:	<input type="text" value="0"/>	# Wrong address, right person → GO TO PAGE 2 (PURPLE)
	<input type="text" value="0"/>	# Right address, wrong person → GO TO ANSWER QUESTIONS ABOUT THESE MAIL PIECES
	<input type="text" value="0"/>	# Wrong address, wrong person → GO TO ANSWER QUESTIONS ABOUT THESE MAIL PIECES
2. Presorted Standard:	<input type="text" value="6"/>	Total # Received → GO TO PAGE 7 (BLUE)
3. Nonprofit Organization:	<input type="text" value="0"/>	Total # Received → GO TO PAGE 9 (PINK)
4. Packages & Expedited:	<input type="text" value="1"/>	Total # Received → GO TO PAGE 11 (GREEN)
5. Magazines, Newspapers, or Other Periodicals:	<input type="text" value="0"/>	Total # Received → GO TO PAGE 12 (YELLOW)
6. Unaddressed Mail:	<input type="text" value="0"/>	Total # Received → GO TO PAGE 17 (RED)

Mail SENT Monday: Total # Sent

Envelopes (First-Class):	<input type="text" value="3"/>	Total # Sent → GO TO PAGE 2 (PURPLE)
Postcards (First-Class):	<input type="text" value="0"/>	Total # Sent → GO TO PAGE 2 (PURPLE)
Packages & Expedited:	<input type="text" value="0"/>	Total # Sent → GO TO PAGE 12 (GREEN)

Monday 11/11/12 Page 1

If you did not receive or send any mail or packages, or if there was no mail service one day during your assigned week: Put an "X" in the box labeled "Did not Receive or Send any Mail/Packages Today" on the summary page for that day.

Mail Markings are important.

Tell us which mail markings are on the mail piece by answering the “Class” question at the end of each Question sheet (e.g., Question J for First-Class Mail). ↴

To accurately answer this question, you need to record all the mail markings that are on each mail piece – these markings are placed on the mail piece either by the U.S. Postal Service or by a mailing house.

Question J - Class (First-Class Question sheet)

J. CLASS: Tell us what type of markings are on the mail piece. (OR no choice more than one)
For example: First-Class Mail, see pages 9-11 or no markings. Booklet, ...
Markings on the right-hand corner, above or below the address, or inside the envelope - postage and meter marked Presorted Standard, Registered or Postnet do not belong in the First-Class mail type.

1. Presorted First-Class, with PSN, or PSN	6. Single Piece, or 1000/P, or SP
2. First-Class Package	7. Not for sale (Not for sale)
3. Postnet Stamp	8. Federal Government Mail with Official Signature (FBI/DOJ)
4. AUTO	9. One Piece Government Mail
5. 40, or 40, or 40, or 40	10. One Piece (Not for sale) or (Not for sale) (page 9)

5 Please send us your mail pieces.

We only need the envelope your mail came in, not the contents (unless it's something you don't need).

Please DO NOT CUT OUT the individual mail markings.

- Remember to label each mail piece with the number and mail type you assigned it in the Answer Booklet so we are able to match it to your responses.
- If the mail piece is a catalog, magazine, flyer, or newspaper, just send the page with the mailing label and the postage. We don't need the entire catalog or newspaper, etc.

Why do we need your mail pieces?

If we have your mail markings for each piece, we can double check that everything is correct. Each packet goes through an editing process that verifies that the mail pieces were recorded under the correct mail type (First-Class, Presorted Standard or Marketing Mail, etc.) and that all the questions were answered. The entire mail piece (i.e., the envelope) provides us with additional survey information, such as sender type.

All information collected is strictly confidential and is used for research purposes only.

6 Place your completed Answer Booklets and mail pieces in the envelopes marked Monday through Sunday.

Your completed Answer Booklets and mail pieces labeled with the mail type and mail piece number should be placed in the corresponding daily envelope.

7 Place the daily envelopes in the postage-paid Priority Mail envelope.

The daily envelopes with your completed Answer Booklets and mail pieces should be sent to NuStats in the postage-paid Priority Mail envelope.

First-Class / Presorted

First-Class Mail

Received and Sent (Purple)

All First-Class Mail may not say "First-Class" on the envelope or postcard. It is important to look at the postage and mail markings on each mail piece to determine if it is First-Class or not. Use the following to help you determine if your mail piece should be recorded under this type:

- Include letter size envelopes marked "First-Class" or "Presorted First-Class."
- Include large envelopes marked "First-Class." Check the mail markings carefully; some large envelopes may be marked Presorted Standard or Expedited.
- Most First-Class Mail from businesses are marked "First-Class" or "Presorted First-Class," especially when they have a metered strip and NOT a stamp.
- If the mail piece just has a stamp without being marked "First-Class" or "Presorted First-Class," (or Presorted Standard or Nonprofit, etc.) it is First-Class Mail.
- Most letter size envelopes will have a "Forever Stamp" or a metered strip. Some postage may also be in the form of a stamp with a specific price. If it is "Presorted First-Class," it may have less postage but it will be marked as "Presorted First-Class."
- Postcards *usually* have \$0.35 postage for First-Class. Some postcards are larger in size than a typical scenic postcard. However, if it is larger than the postcard dimensions (see page 2 of the Question Booklet), then it is considered a flyer.
- The most common First-Class Mail pieces are letters, bills, postcards, greeting cards, checks, and money orders.
- Include in First-Class Mail (*that is not a package*) sent with special services, such as Certified, Registered, or Insured.
- Include magazines, catalogs, newsletters, or other periodicals that are marked "First-Class."

Examples of First-Class Mail postage and markings begin on the next page.

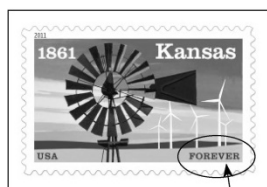
First-Class Mail Examples

Note: Examples may not reflect most recent postage prices as they change frequently

First-Class or Forever Stamp

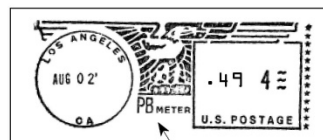


First-Class Stamp
with Price (not
Forever)

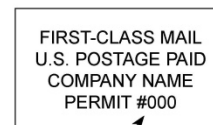


First-Class
Forever Stamp

**Look for "Forever"
somewhere on
the stamp.**



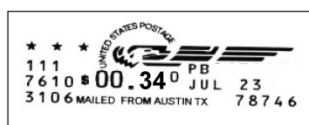
First-Class Metered Strip



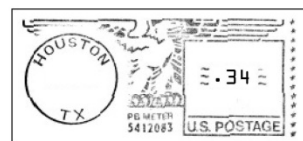
First-Class Permit



First-Class Postcard Stamp

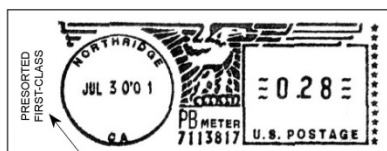


Metered Postcard

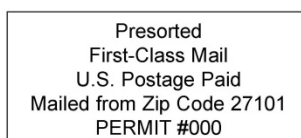


Metered Postcard

Presorted First-Class, PRSRT, or FP



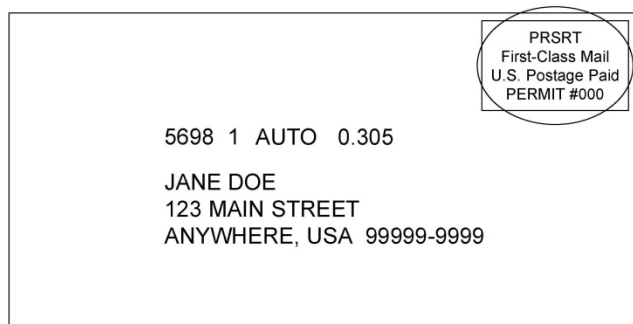
"Presorted First-Class"
Metered Strip



"Presorted First-Class"
Permit



"Presorted First-Class"
Stamp

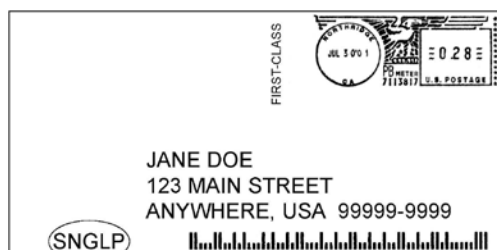


Look for "Presorted First-Class" on a Permit, a Stamp,
or a Metered Strip

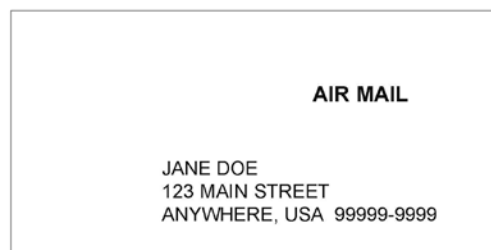
Hint: Find closest match

First-Class Mail Examples

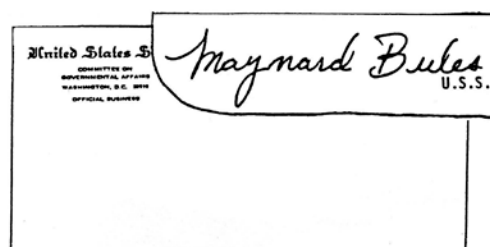
Single Piece, SP, SNGLP



Mail from outside the U.S.

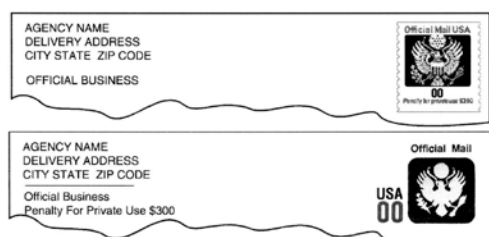


Federal Government Mail (Franked)



"Official Government Signature" (Franked)

Other Federal Government Mail



FIRST-CLASS MAIL
POSTAGE AND FEES PAID
AGENCY NAME
PERMIT NO. G-999

PRESORTED
FIRST-CLASS MAIL
POSTAGE AND FEES PAID
AGENCY NAME
PERMIT NO. G-99

Marked "Official Mail" or Government Permit Number

Note: Many additional mail markings may appear above or below the address, inside the window of an envelope, or near the postage on a mail piece.

Hint: Find closest match

Presorted Standard or Marketing Mail (Blue)

Use the following to help you determine if your mail piece should be recorded under this type:

- Include mail that is marked "**Presorted Standard**," or "**PRSRT STD**," or "**Standard**," or "**STD**," or "**MKTG**," or "**PRST MKTG**" whether it is a letter, postcard, large envelope, magazine, catalog, circular, or flyer, etc.
- Most **catalogs** are sent Presorted Standard. However, check to make sure it is marked "Presorted Standard," or "PRSRT STD," or "Standard," or "STD," or "MKTG," or "PRST MKTG." Catalogs that are in envelopes marked "Bound Printed Matter" or items marked "Media Mail" or "Library Mail" should be recorded under "Packages & Expedited Materials" (Green pages).

Advertising often comes as a group of flyers, circulars, coupons, or other pieces that are not in an envelope.* These types of advertisements can be delivered in two different ways:

1. Your address may be printed on a **detached label card** that is delivered with separate advertising pieces that are grouped or folded together.

If you get a detached label card, please record it under "**Presorted Standard or Marketing Mail**," and then record the group of advertising pieces as **ONE** mail piece (regardless of how many flyers or circulars, etc.) under "**Unaddressed Mail**" on the Pink pages.



2. Your address may be printed directly on the group of advertising pieces.

Please record the whole group as **ONE** mail piece under "**Presorted Standard or Marketing Mail**." Record code #7 for Question B and code #2 for Question C.

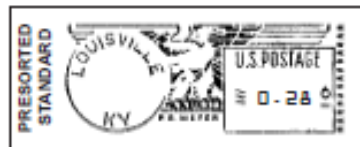
**Usually from more than one company or advertiser*



Examples of Presorted Standard or Marketing mail markings begin on the next page.

Presorted Standard or Marketing Mail Examples

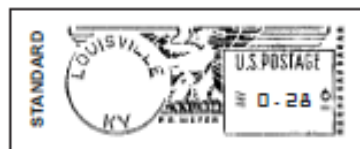
Presorted Standard, or PRSRT STD, or Marketing, or MKTG



"Presorted Standard"
on Metered Strip



"PRSRT STD"
on Metered Strip



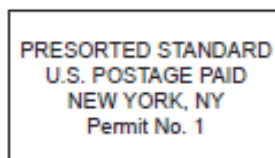
"Standard"
on Metered Strip



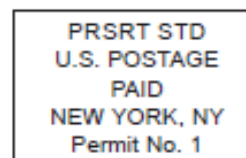
"PRSRT MKT"
on Metered Strip



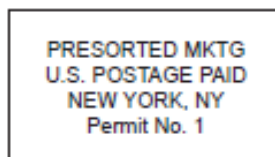
"Presorted Std"
on Stamp



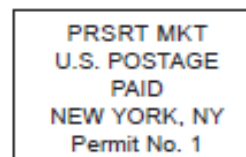
"Presorted Standard"
on Permit



"PRSRT STD"
on Permit



"PRESORTED MKTG"
on Permit



"PRSRT MKT"
on Permit

Hint: Find closest match

Presorted Standard or Marketing Mail Examples

Note: Many of the markings may appear with any of the permit types (i.e., AUTO may appear with a Presorted Standard, or PRSRT STD, or Marketing, or MKTG permit or meter strip).

Also, AUTO, Carrier Route Presort, or CAR-RT SORT may appear in the permit area in the top right-hand corner of the mail piece.

AUTO

<div data-bbox="613 716 802 810" style="border: 1px solid black; padding: 2px; text-align: center;"> PRSRT STD U.S. Postage Paid ANYWHERE USA PERMIT #0 </div> <p>*****AUTO JANE DOE 123 MAIN STREET ANYWHERE, USA 99999-9999</p>	<div data-bbox="1127 716 1315 831" style="border: 1px solid black; padding: 2px; text-align: center;"> PRSRT MKT AUTO U.S. Postage Paid ANYWHERE USA PERMIT #0 </div> <p>JANE DOE 123 MAIN STREET ANYWHERE, USA 99999-9999</p>
---	--

“AUTO” above address

“AUTO” inside permit

Carrier Route Presort, or CAR-RT SORT

<div data-bbox="574 1293 763 1388" style="border: 1px solid black; padding: 2px; text-align: center;"> Presorted Standard U.S. Postage Paid ANYWHERE USA PERMIT #0 </div> <p>*****Carrier Route Presort ** C-004 JANE DOE 123 MAIN STREET ANYWHERE, USA 99999-9999</p>	<div data-bbox="1192 1293 1380 1388" style="border: 1px solid black; padding: 2px; text-align: center;"> PRSRT STD U.S. Postage Paid ANYWHERE USA PERMIT #0 </div> <p>*****CAR-RT SORT** C-004 JANE DOE 123 MAIN STREET ANYWHERE, USA 99999-9999</p>
--	--

“Carrier Route Presort”

“CAR-RT SORT”

Hint: Find closest match

Presorted Standard or Marketing Mail Examples

Note: Many of the markings may appear with any of the permit types (i.e., ECR may appear with a Presorted Standard, or PRSRT STD, or Marketing, or MKTG permit or meter strip).

ECR with LOT, WSS, or WSH

<p>Presorted Standard U.S. Postage Paid ANYWHERE USA PERMIT #0</p>	<p>*****ECRLOT**C-013 JANE DOE 123 MAIN STREET ANYWHERE, USA 00000-0000</p>
--	---

“ECRLOT” above address

<p>PRSRT STD U.S. Postage Paid ANYWHERE USA PERMIT #0</p>	<p>*****ECRWSS**C-013 JANE DOE 123 MAIN STREET ANYWHERE, USA 00000-0000</p>
---	---

“ECRWSS” above address

<p>PRSRT STD U.S. Postage Paid ANYWHERE USA PERMIT #0</p>	<p>*****ECRWSH**C-013 JANE DOE 123 MAIN STREET ANYWHERE, USA 00000-0000</p>
---	---

“ECRWSH” above address

<p>ECR Presorted Standard U.S. Postage Paid ANYWHERE USA PERMIT #0</p>	<p>*****LOT**C-013 JANE DOE 123 MAIN STREET ANYWHERE, USA 00000-0000</p>
--	--

“ECR” on Permit *and* “LOT” above address

<p>ECR PRSRT STD U.S. Postage Paid ANYWHERE USA PERMIT #0</p>	<p>*****WSS**C-013 JANE DOE 123 MAIN STREET ANYWHERE, USA 00000-0000</p>
---	--

“ECR” on Permit *and* “WSS” above address

<p>ECR PRSRT STD U.S. Postage Paid ANYWHERE USA PERMIT #0</p>	<p>*****WSH**C-013 JANE DOE 123 MAIN STREET ANYWHERE, USA 00000-0000</p>
---	--

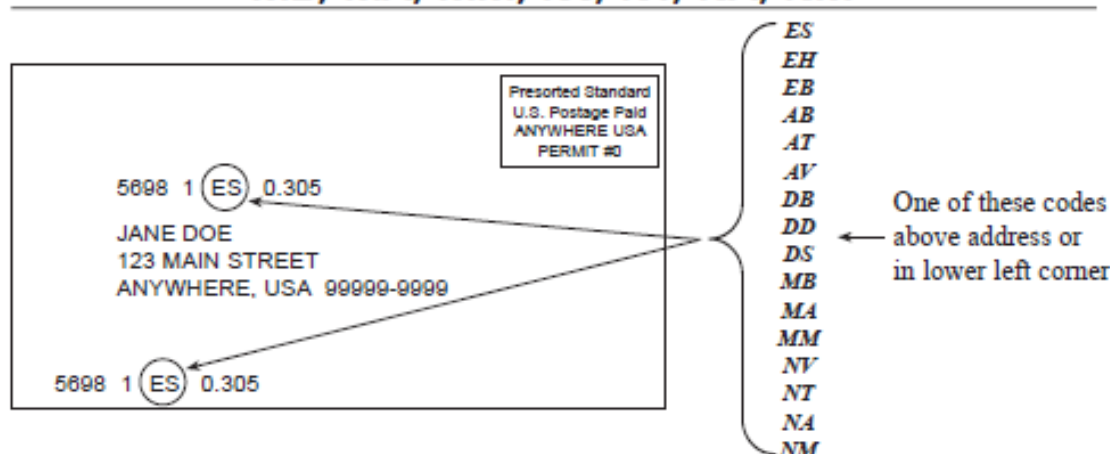
“ECR” on Permit *and* “WSH” above address

Hint: Find closest match

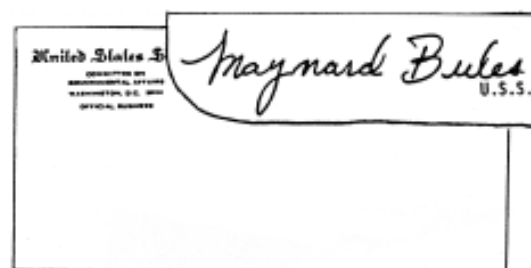
Presorted Standard or Marketing Mail Examples

Note: Many of the markings may appear with any of the permit types (i.e., ES may appear with a Presorted Standard, or PRSRT STD, or Marketing, or MKTG permit or meter strip).

**ES, EH, EB, AB, AT, AV, DB, DD, DS,
MB, MA, MM, NV, NT, NA, NM**

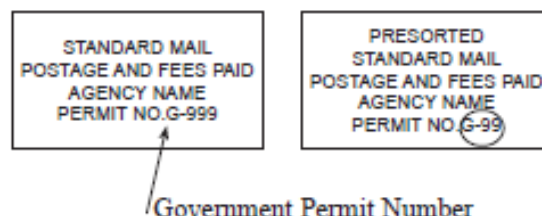


Federal Government Mail (Franked)



"Official Government Signature" (Franked)

Other Federal Government Mail



Hint: Find closest match

Nonprofit Organization Mail (Gray)

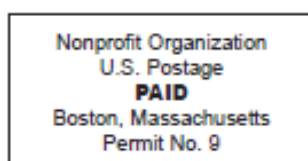
Use the following to help you determine if your mail piece should be recorded under this type:

- All Nonprofit Mail must be marked "Nonprofit Organization," "Nonprofit Org.," or "Nonprofit."
- A few examples of Nonprofit Organizations are charities, schools, hospitals, churches, etc.
- Nonprofit Organization Mail may include requests for donations of money, your time, or other items, or they may be asking you to purchase an item or service.

Examples of Nonprofit postage & mail markings begin on the next page.

Nonprofit Organization Mail Examples

Nonprofit Organization, Nonprofit Org., or Nonprofit



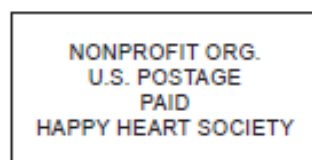
“Nonprofit Organization”
on Permit



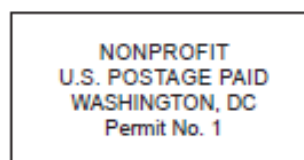
“Nonprofit Org.”
on Metered Strip



“Nonprofit Org.”
on Stamp



“Nonprofit Org.”
on Permit

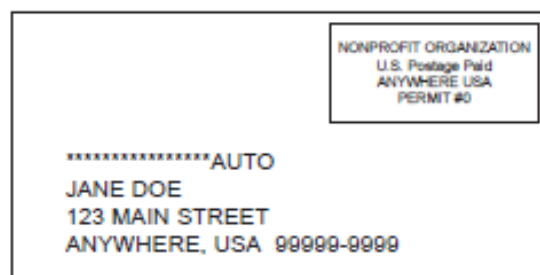


“Nonprofit”
on Permit

Note: Many of the markings may appear with any of the permit types (i.e., AUTO may appear with a Nonprofit Organization, Nonprofit Org., or Nonprofit permit or meter strip.)

Also, AUTO may appear in the permit area in the top right-hand corner of the mail piece.

AUTO



“AUTO” above address

Hint: Find closest match

Nonprofit Organization Mail Examples

Note: Many of the markings may appear with any of the permit types (i.e., CAR-RT SORT may appear with a Nonprofit Organization, Nonprofit Org., or Nonprofit permit or meter strip).

Also, Carrier Route Presort or CAR-RT SORT may appear in the permit area in the top right-hand corner of the mail piece.

Carrier Route Presort or CAR-RT SORT

NONPROFIT ORG.
 U.S. Postage Paid
 ANYWHERE USA
 PERMIT #0

*****Carrier Route Presort**C-013
 JANE DOE
 123 MAIN STREET
 ANYWHERE, USA 99999-9999

“Carrier Route Presort” above address

NONPROFIT ORGANIZATION
 U.S. Postage Paid
 ANYWHERE USA
 PERMIT #0

*****CAR-RT SORT**C-0004
 JANE DOE
 123 MAIN STREET
 ANYWHERE, USA 99999-9999

“CAR-RT SORT” above address

Note: Many of the markings may appear with any of the permit types (i.e., ES may appear with a Nonprofit Organization, Nonprofit Org., or Nonprofit permit or meter strip).

ES, EH, EB, AB, AT, AV, DB, DD, DS, MB, MA, MM, NV, NT, NA, NM

NONPROFIT ORG.
 U.S. Postage Paid
 ANYWHERE USA
 PERMIT #0

5698 1 (ES) 0.305
 JANE DOE
 123 MAIN STREET
 ANYWHERE, USA 99999-9999

 5698 1 (ES) 0.305

ES
 EH
 EB
 AB
 AT
 AV
 DB
 DD
 DS
 MB
 MA
 MM
 NV
 NT
 NA
 NM

One of these codes
above address or
in lower left corner

Hint: Find closest match

Nonprofit Organization Mail Examples

Note: Many of the markings may appear with any of the permit types (i.e., ECR may appear with a Nonprofit Organization, Nonprofit Org., or Nonprofit permit or meter strip).

ECR with LOT, WSS, or WSH

<p>*****ECRLOT**C-013</p> <p>JANE DOE 123 MAIN STREET ANYWHERE, USA 99999-9999</p>	<p>NONPROFIT ORG. U.S. Postage Paid ANYWHERE USA PERMIT #0</p>
--	--

“ECRLOT” above address

<p>*****ECRWSS**C-013</p> <p>JANE DOE 123 MAIN STREET ANYWHERE, USA 99999-9999</p>	<p>NONPROFIT U.S. Postage Paid ANYWHERE USA PERMIT #0</p>
--	---

“ECRWSS” above address

<p>*****ECRWSH**C-013</p> <p>JANE DOE 123 MAIN STREET ANYWHERE, USA 99999-9999</p>	<p>NONPROFIT ORGANIZATION U.S. Postage Paid ANYWHERE USA PERMIT #0</p>
--	--

“ECRWSH” above address

<p>*****LOT**C-013</p> <p>JANE DOE 123 MAIN STREET ANYWHERE, USA 99999-9999</p>	<p>ECR NONPROFIT U.S. Postage Paid ANYWHERE USA PERMIT #0</p>
---	---

“ECR” on Permit *and* “LOT” above address

<p>*****WSS**C-013</p> <p>JANE DOE 123 MAIN STREET ANYWHERE, USA 99999-9999</p>	<p>ECR NONPROFIT ORG. U.S. Postage Paid ANYWHERE USA PERMIT #0</p>
---	--

“ECR” on Permit *and* “WSS” above address

<p>*****WSH**C-013</p> <p>JANE DOE 123 MAIN STREET ANYWHERE, USA 99999-9999</p>	<p>ECR NONPROFIT ORGANIZATION U.S. Postage Paid ANYWHERE USA PERMIT #0</p>
---	--

“ECR” on Permit *and* “WSH” above address

Hint: Find closest match

Packages & Expedited Materials Received & Sent (Green)

Use the following to help you determine if your mail piece should be recorded under this type:

Packages and Parcels:

- Include ALL packages or boxes received or sent via the U.S. Postal Service (USPS) as well as packages delivered by any other organization, such as the United Parcel Service (UPS), FedEx, etc. Be careful to distinguish between packages delivered by the U.S. Postal Service (USPS) whose markings include an Eagle, and those delivered by the United Parcel Service (UPS) whose markings have a shield.
- Include catalogs that are marked "Bound Printed Matter" or "PRSRT BPM", or other packages marked "Parcel Select", "PS Lightweight", "Media Mail", or "First-Class".
- Record all personal packages received and sent at home and other locations such as work, or at the U.S. Post Office, etc.
- Do not include packages sent and received on behalf of a household members place of employment or a business.

Packages from Amazon:

- You may receive packages ordered from Amazon.com, but please be sure to look closely at the shipping label, as most times they are marked with U.S. Postal Service postage, such as Parcel Select or PS Lightweight, or marked with another carrier's shipping label such as FedEx. In these cases Amazon was not the delivery company. In some cases, Amazon does use their own shipping label and postage.

Expedited Letters, Packages, and Boxes:

- Include letters, packages, and boxes that were delivered by any expedited mail carrier (see examples on the next page), which include the U.S. Postal Service (USPS), United Parcel Service (UPS), or FedEx.
- You may see terms such as Priority Mail Express, Priority Mail, Overnight, 2-day, 3-day, Next Day Air, 2nd Day Air, etc.

Package & Expedited Examples

Priority Mail Express



PS Lightweight



Marked "PS Lightweight"
or "Parcel Select Lightweight"

Parcel Select

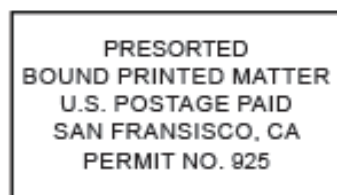


Marked "Parcel Select"

Priority Mail



Bound Printed Matter



Marked "BPM" or "Bound Printed Matter"



Magazines, Newspapers, or Other Periodicals (Yellow)

Use the following to help you determine if a Magazine, Newspaper, or other Periodical should be recorded under this type. Examples include:

- Daily newspapers (Wall Street Journal, New York Post, Los Angeles Times, Washington Post, etc.)
- Weekly magazines/newspaper (Time, People, Entertainment Weekly, US Weekly, The Economist, The New York Times, etc.)
- Other magazines/newspaper (Reader's Digest, AARP Bulletin, AARP Magazine, USA Today, etc.)
- Monthly magazine (Rolling Stone, In Style, Guideposts, Food & Wine, Country Living, etc.)
- Alumni or fraternal magazines and newspapers or other publications that household members may subscribe to
- Include magazines, newspapers, envelopes, and other periodicals marked "**Periodicals Postage Paid.**"
- **Only** include magazines, newspapers, other periodicals, and envelopes that are delivered by the U.S. Postal Service (USPS) and that are **NOT** marked First-Class, Presorted Standard, Nonprofit Organization, or Bound Printed Matter (Packages & Expedited). If they are marked with any of these other postage types, record them under the section for that mail type.

Do not include the following items under this section:

- Newspapers delivered by your local news carrier. (Do not include these in the diary study.)
- Magazines and newspapers you bought at the store or a newsstand. (Do not include these in the diary study.)
- **DO NOT** include Catalogs in the Magazines, Newspapers, or Other Periodicals section. Catalogs are either Presorted Standard (to be recorded in the Presorted Standard or Marketing Mail Received section) or Bound Printed Matter (to be recorded in the Packages & Expedited Materials section).

Unaddressed Mail

(Pink)

Use the following to help you determine if your mail piece should be recorded under this type:

- Only include mail delivered by the U.S. Postal Service (USPS). Do not include advertising material that has been left at your door, or material hung on your doorknob or left on your car.
- Include mail pieces that don't have any postage or an address label. If a mail piece is labeled "Occupant" or "Resident," do not include it in this section because it most likely is marked "PRST STD" or "Presorted Standard," or "Presorted Marketing," or "MKTG."
- Typically, Unaddressed Mail will only be weekly advertising flyers/circulars that are folded or grouped together and do not have an address label or postage on each piece. Simply record the whole group as ONE mail piece. They are usually accompanied by a detached label card marked "PRST STD" or "Presorted Standard," or "PRST MKTG."

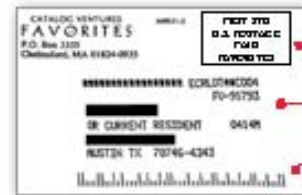
(Please refer to page 9 in this booklet for additional information on recording unaddressed mail that comes along with a detached label card.)



Appendix C2: Diary Package – Photo Quick Start

PHOTO QUICK START

2



Postage & Mail Markings can be:

- in the top right-hand corner,
- above or below the address, or
- inside the window of an envelope.



- 1** Sort your mail each day into the 6 types of mail listed on page 1 of the **Instruction Booklet**.

Use the Postage & Mail Markings on your mail to help you sort! Be sure to record all packages your household receives and sends.

- 2** Label and number each mail piece within the 6 types of mail. (Photo shows First-Class only).



- 3** Open the **Answer Booklet** for Monday (or first mail day) to page 1 - Summary Page. Record the total number of mail pieces you received that day for each mail type.



- 4** Open the **Question Booklet** to page 3 - First-Class Mail Received. If you didn't receive any First-Class Mail that day, skip to page 5: First-Class Mail Sent, or page 7: Presorted Standard Mail, or other pages for mail types you did receive.



- 5** Write your answers to the questions from the Question Booklet in the **Answer Booklet**. Be sure to record mail for each mail type you receive (Monday-Sunday) on the color-coded pages for that mail type.

Questions? Visit the project web page: <https://uspsmailsurvey.com/usps/>, call our USPS Hotline at: **1-888-441-USPS (8777)**, or e-mail your question to **USPS@nustats.com**



Appendix C2: Diary Package – Question Booklet



Question Booklet

Use with Answer Booklets (Monday-Sunday)

Questions? Call our toll-free hotline at:

1-888-441-USPS (8777)

Available 11am - 5pm Central Standard Time (Mon - Fri)

OR

e-mail your question to:

USPS@nustats.com

OR

visit the project web page at:

<https://uspsmailsurvey.com/usps/>

Table of Contents

	Color	Page
Example	White	1
Mail Piece Size Template	White	2
Question Sheets:		
First-Class / Presorted First-Class Mail Received	Purple	3
First-Class Mail Sent	Purple	5
Presorted Standard or Marketing Mail Received	Blue	7
Nonprofit Organization Mail Received	Gray	9
Packages & Expedited Materials Received	Green	11
Packages & Expedited Materials Sent	Green	13
Magazines, Newspapers, or Other Periodicals.	Yellow	15
Unaddressed Mail Received	Pink	17

Example

Once you've sorted and numbered your mail pieces, you are ready to begin recording information. Remember to use the postage and the mail markings on the mail piece to help you determine the mail type (see page 1 of the Instruction Booklet for how to sort and number your mail).

You need both this Question Booklet and the Answer Booklet. Open both this Question Booklet and the Answer Booklet to the color-coded pages for the type of mail you have (e.g., purple pages are First-Class Mail, blue pages are Standard or Marketing Mail, etc.).

Each question sheet contains both questions (letters A, B, C, etc.) and answer codes (numbers 1, 2, 3, etc.). Don't record your answers in this Question Booklet; instead, use the corresponding daily Answer Booklet. Record the number that best matches your response.

Answer the questions about each mail piece down the answer sheet. For example, if you receive four (4) First-Class mail pieces on Monday, you will record answers to all questions about mail piece #1 in the first column, and about mail piece #2 in the second column, mail piece #3 in the third column, and #4 in the fourth column.

Question Sheet (in Question Booklet)

Question Sheet Purple

First-Class / Presorted First-Class Mail Received

For Presorted Standard Mail: Go to Blue page 7

For Presorted Standard Mail: Go to Blue page 7

For Presorted Standard Mail: Go to Blue page 7

A. FORM: Was this mail piece... (Refer to the mail piece size template on page 2)

1. In a return envelope 2. Flyer or Catalog 3. In an envelope larger than letter size (not catalog)

B. ADDRESSEE: Mail piece was addressed to...

1. Male head of household 2. Female head of household 3. Male spouse/partner (husband/wife, etc.) 4. Other adult living in household (18 and over) 5. Child under 18 6. White family 7. Current Resident, Occupied, Postal Permit, etc. (other or select street address) 8. Other address (Specify on Answer Booklet page 4)

C. RETURN ENVELOPE: Was a return envelope or card included?

1. Yes - see item 1 on postage paid 2. Yes - see item 2 on postage paid 3. Return envelope or card included

D. SENDER TYPE: What type of business did the mail piece come from?

1. Credit Card (from any bank, store, or company) 2. Bank/ Savings & Loan/ Credit Union/ Loan company 3. Insurance company (medical, dental, life, auto, etc.) 4. Real estate/ Mortgage 5. Investment (stock, mutual fund, retirement plan, etc.) 6. Other financial (Specify on Answer Booklet page 4)

7. Retailer (department store, clothing, etc.) 8. Other professional (lawyer, accountant, etc.) 9. Other professional (doctor, dentist, etc.) 10. Other professional (nurse, pharmacist, etc.) 11. Other professional (teacher, etc.) 12. Other professional (other, specify on Answer Booklet page 4)

When completing your Answer Booklet, please print clearly as in the example:

1 OR 20

Use a pen in black or blue ink
DO NOT USE PENCIL

Answer Sheet (in Answer Booklet)

Question

Code

Mail Piece #1

Mail Piece #2

Answer Sheet Purple

First-Class / Presorted First-Class Mail Received

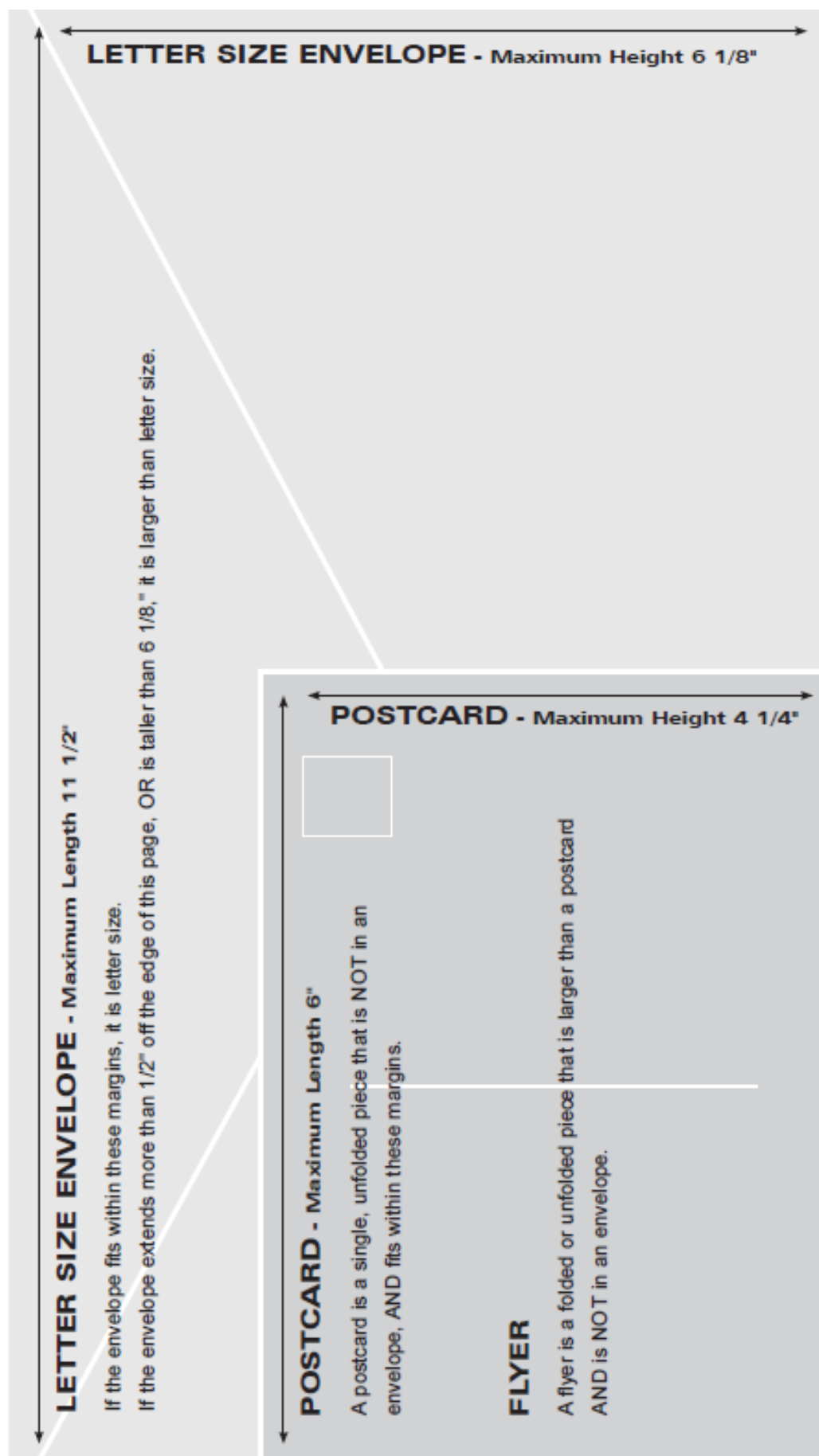
Answer questions about each mail piece down the columns. There are columns for up to 12 pieces of mail.

Questions are in the Question Booklet.

	Mail Piece #1	Mail Piece #2	Mail Piece #3	Mail Piece #4	Mail Piece #5	Mail Piece #6	Mail Piece #7	Mail Piece #8	Mail Piece #9	Mail Piece #10	Mail Piece #11	Mail Piece #12
A. FORM	2	1	2	1	1							
B. ADDRESSEE	1	2	1	3	3							
C. RETURN ENVELOPE	3	3	3	2	3							
D. SENDER TYPE	10	32	36	1	27							

Mail Piece Size Template

Use the guide below to help you determine the size of your mail piece. This will help answer the FORM question.



Question Sheet

First-Class / Presorted First-Class Mail Received

3
Purple



For Presorted Standard or Marketing Mail: Go to Blue page 7

WRITE NUMBER CODES IN ANSWER BOOKLET INSTEAD OF CIRCLING YOUR ANSWERS HERE

A. FORM: Was the mail piece... *(Refer to the mail piece size template on page 2)*

IF THIS IS A PACKAGE: GO TO GREEN PAGE 11

- | | |
|------------------------------|---|
| 1. In a letter size envelope | 3. Flyer or Catalog |
| 2. Postcard | 4. In an envelope larger than letter size (not catalog) |

B. ADDRESSEE: Mail piece was addressed to...

- | | |
|--|---|
| 1. Male head of household | 6. Whole family |
| 2. Female head of household | 7. Current Resident, Occupant, Postal Patron, etc. (with or without street address) |
| 3. More than one head of household | 8. Other addressee <i>(Specify on Answer Booklet page 4)</i> |
| 4. Other adult living in household (18 and over) | |
| 5. Child (under 18) | |

C. RETURN ENVELOPE: Was a return envelope or card included?

- | | |
|--------------------------------------|--|
| 1. Yes – pre-stamped or postage paid | 3. No return envelope or card included |
| 2. Yes – needs a stamp | |

D. SENDER TYPE: What type of industry did the mail piece come from?

Financial (including all types of credit cards):

1. Credit Card (from any bank, store, or company)
2. Bank / Savings & loan / Credit union / Loan company
3. Insurance company (medical, dental, life, auto, etc.)
4. Real estate / Mortgage
5. Investments (stock, mutual fund, retirement plan, etc.)
6. Other financial *(Specify on Answer Booklet page 4)*

Merchants:

7. Supermarket / Grocery store
8. Department / Discount store
9. Other store (electronics, shoes, clothes, hardware, drug store / pharmacy etc.) *(Specify store type on Answer Booklet page 4)*
10. Mail order company (Lands End, Blair, L.L. Bean, etc.)
11. Restaurant (incl. fast food, pizza delivery, etc.)
12. Publisher (newspapers, books, magazines)
13. Auto dealership (not manufacturer or service department)
14. Individual seller (on eBay, craigslist, or other online sales site)
15. Other merchants *(Specify on Answer Booklet page 4)*

Services:

16. Telephone / Cell / Cable / Satellite / Internet
17. Electric / Gas / Water / Utility company

Services continued:

18. Medical (doctor, dentist, hospital, not insurance company)
19. Other professional (lawyer, accountant, etc.)
20. DVD / Blu-ray / Video game rental company (Netflix, etc.)
21. Craftsman (plumber, carpenter, electrician, etc.)
22. Travel / Entertainment service (theater, hotel, airline, etc.)
23. Auto maintenance (oil change, mechanic, etc.)
24. Roadside assistance (AAA, etc.)
25. Other services *(Specify on Answer Booklet page 4)*

Manufacturers:

26. All manufacturers (makers of automobiles, computers, etc.)

Government:

27. Federal (Social Security, VA, IRS, Medicare, etc.)
28. State and Local (not a utility company)

Nonprofit / Charitable / Social / Political:

29. Educational (public & private schools, universities, etc.)
30. Political (campaign, political action committee, political party, etc.)
31. All other nonprofit organizations

Friend or Relative:

32. Friend or Relative (not from a business)

More questions on back of page →

E. PURPOSE: What was the MAIN purpose of the mail piece? (Write in one number only)

- | | |
|--|--|
| 1. Holiday / Seasons greeting card | 13. Request for donation (money, time, blood drive, goods, etc.) |
| 2. Other greeting cards (birthday, sympathy, thank you) | 14. Confirmation or thank you for donation |
| 3. Invitation or announcement from friend or relative → SKIP TO J | 15. Rebate received in response to coupon submitted |
| 4. Letter from friend or relative → SKIP TO J | 16. Direct deposit receipts or check stub (not a payment) |
| 5. Bill / Invoice / Premium (not for a credit card) | 17. New or replacement credit or debit card |
| 6. Financial statement (not for a credit card) | 18. Payment or other check / Money order / Credit (no rebate) |
| 7. Credit card bill / Credit card statement | 19. Survey / Questionnaire |
| 8. Notice / Announcement / Business invitation (no bills, no ads) | 20. Sweepstakes / Contest promotion |
| 9. Advertising / Promotional / Sales only (no bills) → SKIP TO G | 21. Newsletter |
| 10. Insurance explanation of benefits | 22. Prospectus |
| 11. Tax related (information, forms, etc.) | 23. Social Security related (information, statement, etc.) |
| 12. DVD / Blu-ray / Video game rental | 24. Other (Specify on Answer Booklet page 4) |

**IF THIS MAIL PIECE WAS FROM A FRIEND OR RELATIVE, SKIP TO J****F. ADVERTISING: Did this mail piece contain any advertising or promotional material?**

1. Yes
2. No → **SKIP TO J**

G. READING: Was the advertising... (Write in one number only)

- | | |
|--|---------------------------------|
| 1. Read by a member of the household | 4. Discarded without being read |
| 2. Read by more than one member of the household | 5. Set aside for reading later |
| 3. Looked at but not read by any member of the household | |

H. REACTION: Would this advertising be described as...

- | | |
|---|---|
| 1. Useful information we like to receive | 3. Neither interesting, enjoyable, nor useful |
| 2. Interesting or enjoyable, but not useful | 4. Objectionable or offensive |

I. RESPONSE: Is anyone in your household considering responding to the advertisement?

- | | |
|--------|----------|
| 1. Yes | 3. Maybe |
| 2. No | |

J. CLASS: Tell us what type of markings are on the mail piece. (OK to choose more than one)

*For example of First-Class Mail, see pages 5-8 of the Instruction Booklet.
Look at markings in top right-hand corner, above or below the address, & inside the window.*

- | | |
|--|--|
| 1. Presorted First-Class, or PRSRT, or FP | 6. Mail from outside the U.S. |
| 2. Forever Stamp | 7. Federal Government Mail with Official Signature (FRANKED) |
| 3. First-Class Stamp with price (not Forever) | 8. Other Federal Government Mail |
| 4. First-Class Postage (Metered strip or Permit Mail – see examples) | 9. Other classification (Specify on Answer Booklet page 4) |
| 5. Single Piece, or SNGLP, or SP | |

Remember – packages and pieces marked Presorted Standard, Marketing, Nonprofit, or Periodicals do not belong in the First Class mail type.

Please mark all mail pieces for this day & place in the daily envelope.

Question Sheet

First-Class Mail Sent

5
Purple

WRITE NUMBER CODES IN ANSWER BOOKLET INSTEAD OF CIRCLING YOUR ANSWERS HERE

A. FORM: Was the mail piece... *(Refer to the mail piece size template on page 2)*

IF THIS IS A PACKAGE: GO TO GREEN PAGE 13

1. In a letter size envelope	3. In an envelope larger than letter size
2. Postcard	4. Other <i>(Specify on Answer Booklet page 6)</i>

B. ADDRESSEE TYPE: What type of industry did you send the mail piece to?

<p>Financial (including all types of credit cards):</p> <ol style="list-style-type: none"> 1. Credit Card (from any bank, store, or company) 2. Bank / Savings & loan / Credit union / Loan company 3. Insurance company (medical, dental, life, auto, etc.) 4. Real estate / Mortgage 5. Investments (stock, mutual fund, retirement plan, etc.) 6. Other financial <i>(Specify on Answer Booklet page 6)</i> <p>Merchants:</p> <ol style="list-style-type: none"> 7. Supermarket / Grocery store 8. Department / Discount store 9. Other store (electronics, shoes, clothes, hardware, drug store / pharmacy, etc.) <i>(Specify store type on Answer Booklet page 6)</i> 10. Mail order company (Lands End, Blair, L.L. Bean, etc.) 11. Restaurant (incl. fast food, pizza delivery, etc.) 12. Publisher (newspapers, books, magazines) 13. Auto dealership (not manufacturer or service department) 14. Individual seller (on eBay, Craigslist, or other online sales site) 15. Other merchants <i>(Specify on Answer Booklet page 6)</i> <p>Services:</p> <ol style="list-style-type: none"> 16. Telephone / Cell / Cable / Satellite / Internet 17. Electric / Gas / Water / Utility company 	<p>Services continued:</p> <ol style="list-style-type: none"> 18. Medical (doctor, dentist, hospital, not insurance company) 19. Other professional (lawyer, accountant, etc.) 20. DVD / Blu-ray / Video game rental company (Netflix, etc.) 21. Craftsman (plumber, carpenter, electrician, etc.) 22. Travel / Entertainment service (theater, hotel, airline, etc.) 23. Auto maintenance (oil change, mechanic, etc.) 24. Roadside assistance (AAA, etc.) 25. Other services <i>(Specify on Answer Booklet page 6)</i> <p>Manufacturers:</p> <ol style="list-style-type: none"> 26. All manufacturers (makers of automobiles, computers, etc.) <p>Government:</p> <ol style="list-style-type: none"> 27. Federal (Social Security, VA, IRS, Medicare, etc.) 28. State and Local (not a utility company) <p>Nonprofit / Charitable / Social / Political:</p> <ol style="list-style-type: none"> 29. Educational (public & private schools, universities, etc.) 30. Political (campaign, political action committee, political party, etc.) 31. All other nonprofit organizations <p>Friend or Relative:</p> <ol style="list-style-type: none"> 32. Friend or Relative (not to a business)
---	--

C. PURPOSE: What was the MAIN purpose of the mail piece? *(Write in one number only)*

<ol style="list-style-type: none"> 1. Holiday / Seasons greeting card 2. Other greeting cards (birthday, sympathy, thank you) 3. Invitation / Announcement (birth, marriage, etc.) 4. Letter / Correspondence (written by you – not a form) 5. Order 6. Inquiry 7. Payment (bill payment, dues, membership fees, etc.) 8. Donation 9. Survey / Questionnaire response 	<ol style="list-style-type: none"> 10. Sweepstakes / Contest entry 11. DVD / Blu-ray / Video game return 12. Proxy vote response 13. Election materials (absentee ballot, registration, etc.) 14. Rebate request 15. Tax related 16. Completed form / Application / Paperwork (not a tax form) 17. Other <i>(Specify on Answer Booklet page 6)</i>
--	--

STOP IF THIS MAIL PIECE WAS TO A FRIEND OR RELATIVE, SKIP TO G

D. AD RESPONSE: Was the mail piece sent in response to advertising or solicitation for funds?

1. Yes
2. No → **SKIP TO F**

E. AD MATERIAL: Was the advertising / promotional / solicitation material...

<ol style="list-style-type: none"> 1. Received in mail (not in magazine) 2. Seen in magazine 3. Seen in newspaper 4. Seen on television 	<ol style="list-style-type: none"> 5. Heard on radio 6. Received over telephone 7. Seen on the Internet 8. Other advertising <i>(Specify on Answer Booklet page 6)</i>
---	--

More questions on back of page →

F. RETURN ENVELOPE: Did you use your own envelope or card?

- | | |
|---|--|
| 1. Yes | 3. No – a return envelope or card without postage was provided |
| 2. No – a return envelope or card with postage was provided | |

G. SPECIAL SVCS: Did the mail piece have any of the following special services? (OK to choose more than one)

- | | |
|-----------------------------|---|
| 1. Certified | 6. Restricted Delivery |
| 2. Registered | 7. COD |
| 3. Insured | 8. No special services |
| 4. Return Receipt Requested | 9. Other (Specify on Answer Booklet page 6) |
| 5. Certificate of Mailing | |

H. PO BOX: Was this mail piece sent to a PO Box?

- | |
|--------|
| 1. Yes |
| 2. No |

I. POSTAGE TYPE: What type of postage was used? (Either postage that you put on yourself or postage that was already on the envelope or card)

- | | |
|---|---|
| 1. Business Reply Mail (no postage necessary) | 4. Regular postage stamp |
| 2. Permit Reply Mail (no postage necessary) | 5. Meter stamp |
| 3. Forever Stamp | 6. Other (Specify on Answer Booklet page 6) |

Question Sheet

7
Blue

Presorted Standard or Marketing Mail Received



For Presorted First-Class Mail: Go to Purple page 3

WRITE NUMBER CODES IN ANSWER BOOKLET INSTEAD OF CIRCLING YOUR ANSWERS HERE

A. ADDRESSEE: Mail piece was addressed to...

1. Specific member(s) of the household
2. Current Resident, Occupant, Postal Patron, etc. (with or without street address)
3. Someone not living at this address

B. FORM: Was the mail piece... (Refer to the mail piece size template on page 2)

1. In a letter size envelope
2. In an envelope larger than letter size (not catalog)
3. Catalog in envelope
4. Catalog not in envelope
5. Detached label card
6. Postcard
7. Addressed flyers / Circulars / Folded piece (no envelope)
8. Newspapers / Magazines / Newsletters
9. Can't classify type (Please describe on Answer Booklet pg. 8)

C. MULTIPLE: Did the mail piece contain...

1. Material from one organization only
2. Material from several organizations → **SKIP TO F**

D. SENDER TYPE: What type of industry did the mail piece come from?

Financial (including all types of credit cards):

1. Credit Card (from any bank, store, or company)
2. Bank / Savings & loan / Credit union / Loan company
3. Insurance company (medical, dental, life, auto, etc.)
4. Real estate / Mortgage
5. Investments (stock, mutual fund, retirement plan, etc.)
6. Other financial (Specify on Answer Booklet page 8)

Merchants:

7. Supermarket / Grocery store
8. Department / Discount store
9. Other store (electronics, shoes, clothes, hardware, drug store / pharmacy, etc.) (Specify store type on Answer Booklet page 8)
10. Mail order company (Lands End, Blair, L.L. Bean, etc.)
11. Restaurant (incl. fast food, pizza delivery, etc.)
12. Publisher (newspapers, books, magazines)
13. Auto dealership (not manufacturer or service department)
14. Individual seller (on eBay, Craigslist, or other online sales site)
15. Other merchants (Specify on Answer Booklet page 8)

Services:

16. Telephone / Cell / Cable / Satellite / Internet
17. Electric / Gas / Water / Utility company
18. Medical (doctor, dentist, hospital, not insurance company)

Services continued:

19. Other professional (lawyer, accountant, etc.)
20. DVD / Blu-ray / Video game rental company (Netflix, etc.)
21. Craftsman (plumber, carpenter, electrician, etc.)
22. Travel / Entertainment service (theater, hotel, airline, etc.)
23. Auto maintenance (oil change, mechanic, etc.)
24. Roadside assistance (AAA, etc.)
25. Other services (Specify on Answer Booklet page 8)

Manufacturers:

26. All manufacturers (makers of automobiles, computers, etc.)

Government:

27. Federal (Social Security, VA, IRS, Medicare, etc.)
28. State and Local (not a utility company)

Nonprofit / Charitable / Social / Political:

29. Educational (public & private schools, universities, etc.)
30. Political (campaign, political action committee, political party, etc.)
31. Union or professional organization
32. Church / Religious organization
33. Veterans (VFW, American Legion, DAV, etc.)
34. Charity
35. AARP (for AARP insurance plans, record code 3)
36. Other nonprofit, etc. (Specify on Answer Booklet page 8)

E. FAMILIARITY: Was this mail piece from an organization someone in household...

1. Does or has done business with
2. Knows, but no one does business with
3. Organization no one in household knows

F. RETURN ENVELOPE: Was a return envelope or card included?

1. Yes – pre-stamped or postage paid
2. Yes – needs a stamp
3. No return envelope or card included

More questions on back of page →

Presorted Standard or Marketing Mail Received *cont.***Blue****G. READING: Was the mail piece... (Write in one number only)**

- | | |
|--|---------------------------------|
| 1. Read by a member of the household | 4. Discarded without being read |
| 2. Read by more than one member of the household | 5. Set aside for reading later |
| 3. Looked at but not read by any member of the household | |

H. REACTION: Would this mail piece be described as...

- | | |
|---|---|
| 1. Useful information we like to receive | 3. Neither interesting, enjoyable, nor useful |
| 2. Interesting or enjoyable, but not useful | 4. Objectionable or offensive |

I. COUPONS: Did this mail piece contain coupons?

1. Yes
2. No

J. PURPOSE: What was the MAIN purpose of the mail piece? (Write in one number only)

- | | |
|---|--|
| 1. Advertisement for item(s) or service(s) to be purchased (credit card offers, etc.) | 6. Financial materials (report, proxy vote, prospectus, privacy or terms notice, etc.) NOTE: for credit card offers, record code 1 |
| 2. Request for donation (money, time, blood drive, goods, etc.) | 7. Invitation / Announcement / Schedule |
| 3. Political materials | 8. General information |
| 4. Newsletter / Newspaper / Magazine | 9. Other (Specify on Answer Booklet page 8) |
| 5. Subscription renewal notice (for a publication) | |

K. RESPONSE: Is anyone in your household considering responding to the mail piece?

- | | |
|--------|----------|
| 1. Yes | 3. Maybe |
| 2. No | |

L. CLASS: Tell us what markings are on the mail piece. (OK to choose more than one)

For examples of Presorted Standard or Marketing Mail, see pages 9 - 13 of the Instruction Booklet. Look at markings in top right-hand corner, above or below the address, & inside the window.

- | | |
|---|--|
| 1. Presorted Standard, or PRSRT STD, or Standard, or STD, or Marketing, or MKTG, or MKT, or Presorted USPS Marketing, or PRSRT MKTG, or PRSRT MKT | 5. ES, or EH, or EB, or AB, or AT, or AV, or DB, or DD, or DS, or MB, or MA, or MM, or NV, or NT, or NA, or NM |
| 2. AUTO | 6. CUSTOMIZED MARKETMAIL, or CUST MKTMAIL, or CMM |
| 3. Carrier Route Presort, or CAR-RT SORT | 7. Federal Government Mail with Official Signature (FRANKED) |
| 4. ECR with LOT, or WSS, or WSH | 8. Other Federal Government Mail |
| | 9. Can't classify type (Please mark & place in envelope along with other mail pieces for this day) |

Nonprofit Organization Mail Received



WRITE NUMBER CODES IN ANSWER BOOKLET INSTEAD OF CIRCLING YOUR ANSWERS HERE

A. ADDRESSEE: Mail piece was addressed to...

1. Specific member(s) of the household
2. Current Resident, Occupant, Postal Patron, etc. (with or without street address)
3. Someone not living at this address

B. FORM: Was the mail piece... (Refer to the mail piece size template on page 2)

1. In a letter size envelope
2. In an envelope larger than letter size (not catalog)
3. Catalog in envelope
4. Catalog not in envelope
5. Detached label card
6. Postcard
7. Addressed flyers / Circulars / Folded piece (no envelope)
8. Newspapers / Magazines / Newsletters
9. Can't classify type (Please describe on Answer Booklet pg. 10)

C. MULTIPLE: Did the mail piece contain...

1. Material from one organization only
2. Material from several organizations → SKIP TO F

D. SENDER TYPE: What type of industry did the mail piece come from?**Nonprofit / Charitable / Social / Political:**

1. Educational (public & private schools, universities, etc.)
2. Political (campaign, political action committee, political party, etc.)
3. Union or professional organization
4. Church / Religious organization
5. Veterans (VFW, American Legion, DAV, etc.)
6. Charity
7. AARP
8. Animal welfare organization (ASPCA, Humane Society, etc.)
9. Environmental / Wildlife organization (WWF, Sierra Club, etc.)
10. Public broadcasting
11. YMCA / YWCA
12. Museum
13. Other nonprofit, etc. (Specify on Answer Booklet page 10)

Merchants:

14. Publisher (newspapers, books, magazines)
15. Other merchants (Specify on Answer Booklet page 10)

Services:

16. Medical (doctor, dentist, hospital, not insurance company)
17. Travel / Entertainment service (theater, hotel, airline, etc.)
18. Roadside assistance (AAA, etc.)
19. Other services (Specify on Answer Booklet page 10)

Government:

20. Federal (Social Security, VA, IRS, Medicare, etc.)
21. State and Local

E. FAMILIARITY: Was this mail piece from an organization someone in household...

1. Does or has done business with
2. Knows, but no one does business with
3. Organization no one in household knows

F. RETURN ENVELOPE: Was a return envelope or card included?

1. Yes – pre-stamped or postage paid
2. Yes – needs a stamp
3. No return envelope or card included

G. READING: Was the mail piece... (Write in one number only)

1. Read by a member of the household
2. Read by more than one member of the household
3. Looked at but not read by any member of the household
4. Discarded without being read
5. Set aside for reading later

H. REACTION: Would this mail piece be described as...

1. Useful information we like to receive
2. Interesting or enjoyable, but not useful
3. Neither interesting, enjoyable, nor useful
4. Objectionable or offensive

I. COUPONS: Did this mail piece contain coupons?

1. Yes
2. No

More questions on back of page →

J. PURPOSE: What was the MAIN purpose of the mail piece? (Write in one number only)

- | | |
|---|--|
| 1. Advertisement for item(s) or service(s) to be purchased | 6. Course catalog (college classes, etc.) |
| 2. Request for donation (money, time, blood drive, goods, etc.) | 7. Invitation / Announcement / Schedule |
| 3. Political materials | 8. General information |
| 4. Newsletter / Newspaper / Magazine | 9. Other (Specify on Answer Booklet page 10) |
| 5. Subscription renewal notice (for a publication) | |

K. RESPONSE: Is anyone in your household considering responding to the mail piece?

- | | |
|--------|----------|
| 1. Yes | 3. Maybe |
| 2. No | |

L. CLASS: Tell us what markings are on the mail piece. (OK to choose more than one)

For examples of Nonprofit Mail see pages 14 - 17 of the Instruction Booklet.

Look at markings in top right-hand corner, above or below the address, & inside the window.

- | | |
|--|--|
| 1. Nonprofit Organization, or Nonprofit Org., or Nonprofit | 6. CUSTOMIZED MARKETMAIL, or CUST MKTMAIL, or CMM |
| 2. AUTO | 7. Federal Government Mail with Official Signature (FRANKED) |
| 3. Carrier Route Presort, or CAR-RT SORT | 8. Other Federal Government Mail |
| 4. ECR with LOT, or WSS, or WSH | 9. Can't classify type (Please mark & place in envelope along with other mail pieces for this day) |
| 5. ES, or EH, or EB, or AB, or AT, or AV, or DB, or DD, or DS, or MB, or MA, or MM, or NV, or NT, or NA, or NM | |

Packages & Expedited Materials Received



WRITE NUMBER CODES IN ANSWER BOOKLET INSTEAD OF CIRCLING YOUR ANSWERS HERE

A. FORM: Was the mail piece... (Refer to the mail piece size template on page 2)

- | | |
|---|--|
| 1. SMALL envelope or padded mailer (11 1/2" X 6 1/8" or smaller) | 3. Box or other 3 dimensional packaging |
| 2. LARGE envelope or padded mailer (larger than 11 1/2" X 6 1/8") | 4. Other (Specify on Answer Booklet page 12) |

B. ADDRESSEE: Package / mail piece was addressed to...

- | | |
|--|--|
| 1. Male head of household | 5. Child (under 18) |
| 2. Female head of household | 6. Whole family |
| 3. More than one head of household | 7. Other addressee (Specify on Answer Booklet page 12) |
| 4. Other adult living in household (18 and over) | |

C. CONTENTS: Did this package / mail piece contain... (OK to choose more than one)

- | | |
|--|--|
| 1. Clothing / Footwear / Shoes / Jewelry / Accessories | 10. Checkbooks |
| 2. Travel products or information | 11. Health / Medical / Dental / Vision products |
| 3. Computer hardware, software, or accessories | 12. Cosmetics / Beauty products / Toiletries |
| 4. Electronic equipment | 13. Photos / Film |
| 5. Household / Kitchen / Lawn and garden products | 14. Credit card (new, replacement, or return of lost card) |
| 6. Book(s) (include telephone books) | 15. Notice / Announcement / Business invitation |
| 7. CD / DVD / Blu-ray / Video game | 16. Letter |
| 8. Toys | 17. Advertising / Promotional materials |
| 9. Food products | 18. Other contents (Specify on Answer Booklet page 12) |

D. SENDER TYPE: What type of industry did the package content / mail piece originate from?

1. Friend or Relative (not from a business)
2. Financial (credit card, bank, stockbroker, insurance, mortgage, etc.)
3. Supermarket / Grocery store
4. Department / Discount store
5. Other store (electronics, shoes, clothes, hardware, drug store / pharmacy, etc.) (Specify store type on Answer Booklet page 12)
6. Mail order company (Lands End, Blair, Oriental Trading Co., etc.)
7. Individual online seller (on eBay, Craigslist, etc.)
8. Online retailer (Amazon, Wayfair, Overstock, etc.)
9. Publisher (newspapers, books, magazines)
10. Other merchants (Specify on Answer Booklet page 12)
11. Service (telephone, cable TV, Internet, medical, travel, Netflix, etc.)
12. Manufacturer (makers of automobiles, computers, etc.)
13. Government (local or federal government, including Medicare, IRS, USPS, Social Security, VA, etc.)
14. Nonprofit / Charitable / Social / Political (all schools, charities, political candidates, religious and social organizations, etc.)
15. Other Industry (Specify on Answer Booklet page 12)

E. WHO ORDERED: Was the package / mail piece...

1. Ordered by a household member
2. Ordered by a friend or relative for a household member
3. An unsolicited sample → **SKIP TO G**
4. Not ordered / Delivered for some other reason → **SKIP TO G**

E2. HOW ORDERED: If ordered, how was the package / mail piece ordered?

- | | |
|--|---|
| 1. Online – from Amazon | 5. Ordered in store |
| 2. Online – from a store's website (e.g.: Wal-Mart, Target) | 6. Ordered by telephone call |
| 3. Online – from an individual seller (e.g.: eBay, craigslist) | 7. Ordered by mail |
| 4. Online – from any other website | 8. Other: (Specify on Answer Booklet page 12) |

More questions on back of page →

Packages & Expedited Materials Received *cont.***Green****F. AD RESPONSE: Was this package ordered in response to advertising?**

- | | |
|--|---|
| 1. Yes, in response to a catalog I received in the mail | 4. Yes, in response to some other kind of advertising |
| 2. Yes, in response to direct mail advertising (not a catalog) | 5. No - was not in response to advertising |
| 3. Yes, in response to advertising I saw online | |

G. RETURN ENVELOPE: Was a return shipping label or envelope included?

- | | |
|---|--|
| 1. Yes – postage paid | 3. No return shipping label or envelope included |
| 2. Yes – not postage paid / needs postage | |

H. ADVERTISING: Was any advertising or promotional material enclosed?

1. Yes
2. No → **SKIP TO L**

I. READING: Was the advertising... *(Write in one number only)*

- | | |
|--|---------------------------------|
| 1. Read by a member of the household | 4. Discarded without being read |
| 2. Read by more than one member of the household | 5. Set aside for reading later |
| 3. Looked at but not read by any member of household | |

J. REACTION: Would this advertising be described as...

- | | |
|---|---|
| 1. Useful information we like to receive | 3. Neither interesting, enjoyable, nor useful |
| 2. Interesting or enjoyable, but not useful | 4. Objectionable or offensive |

K. RESPONSE: Is anyone in your household considering responding to the advertisement?

- | | |
|--------|----------|
| 1. Yes | 3. Maybe |
| 2. No | |

L. SPECIAL SERVICES: Did the package / mail piece have any of the following special services? *(OK to choose more than one)*

- | | |
|-----------------------------|--|
| 1. Return Receipt Requested | 6. Stamped "Special Handling" |
| 2. Delivery Confirmation | 7. Certificate of Mailing |
| 3. Signature Confirmation | 8. Restricted Delivery |
| 4. Insured | 9. No special services |
| 5. COD | 10. Other <i>(Specify on Answer Booklet page 12)</i> |

M. SHIPPING & DELIVERY COMPANY: *(OK to choose more than one)*

1. U.S. Postal Service (USPS)
2. UPS
3. FedEx
4. Other (Amazon, etc.) *(Specify on Answer Booklet page 12)*

N. CLASS: Package / Mail Classification *(OK to choose more than one)****USPS (United States Postal Service):***

1. First-Class (Package or Parcel) (up to 13 oz.)
2. Parcel Select
3. PS Lightweight / Parcel Select Lightweight
4. Priority Mail
5. Express Mail / Priority Mail Express
6. Bound Printed Matter or BPM
7. Media Mail
8. USPS Retail Ground
9. Marketing Mail Parcels

UPS:

10. UPS (Ground, 3 Day Select, SurePost, Mail Innovations)
11. UPS Next Day Air
12. UPS 2nd Day Air

FedEx:

13. FedEx (Ground, Express Saver, SmartPost)
14. FedEx Overnight
15. FedEx 2Day

Other:

16. Other classification (Amazon, etc.) *(Specify on Answer Booklet page 12.)*
17. Package received from outside the U.S.

Packages & Expedited Materials Sent



WRITE NUMBER CODES IN ANSWER BOOKLET INSTEAD OF CIRCLING YOUR ANSWERS HERE

A. FORM: Was the mail piece... (Refer to the mail piece size template on page 2)

- | | |
|---|--|
| 1. SMALL envelope or padded mailer (11 1/2" X 6 1/8" or smaller) | 3. Box or other 3 dimensional packaging |
| 2. LARGE envelope or padded mailer (larger than 11 1/2" X 6 1/8") | 4. Other (Specify on Answer Booklet page 14) |

B. CONTENTS: Did this package / mail piece contain... (OK to choose more than one)

- | | |
|--|---|
| 1. Clothing / Footwear / Shoes / Jewelry / Accessories | 10. Checkbooks |
| 2. Travel products or information | 11. Health / Medical / Dental / Vision products |
| 3. Computer hardware, software, or accessories | 12. Cosmetics / Beauty products / Toiletries |
| 4. Electronic equipment | 13. Photos / Film |
| 5. Household / Kitchen / Lawn and garden products | 14. Greeting card (holiday, birthday, thank you, etc.) |
| 6. Book(s) (include telephone books) | 15. Invitation |
| 7. CD / DVD / Blu-ray / Video game | 16. Letter |
| 8. Toys | 17. Completed forms (insurance forms, proxy vote, etc.) |
| 9. Food products | 18. Other contents (Specify on Answer Booklet page 14) |

C. ADDRESSEE TYPE: What type of industry did you send the package / mail piece to?

1. Friend or Relative (not to a business) → **SKIP TO F**
2. Store (supermarket/grocery, department/discount, electronics, shoes, etc.) (Specify store type on Answer Booklet page 14)
3. Mail order company (Lands End, Blair, Oriental Trading Co., etc.)
4. Individual online buyer or seller (on eBay, Craigslist, etc.)
5. Online retailer (Amazon, Wayfair, Overstock, etc.)
6. Other Industry (Specify on Answer Booklet page 14)

D. AD RESPONSE: Was the package / mail piece sent in response to advertising or solicitation for funds?

1. Yes
2. No → **SKIP TO F**

E. AD MATERIAL: Was the advertising / promotional / solicitation material...

- | | |
|---------------------------------------|--|
| 1. Received in mail (not in magazine) | 5. Heard on radio |
| 2. Seen in magazine | 6. Received over telephone |
| 3. Seen in newspaper | 7. Seen on the Internet |
| 4. Seen on television | 8. Other advertising (Specify on Answer Booklet page 14) |

F. REASON: Why did you send this package / mail piece?

- | | |
|--|--|
| 1. Gift or other item sent to friend or relative | 4. Sending item sold on eBay, craigslist, or other online sales site |
| 2. Returning merchandise ordered | 5. Other reason (Specify on Answer Booklet page 14) |
| 3. Returning unsolicited merchandise | |

G. SPECIAL SERVICES: Did you send this package / mail piece with any of the following special services? (OK to choose more than one)

- | | |
|-----------------------------|---|
| 1. Return Receipt Requested | 6. Stamped "Special Handling" |
| 2. Delivery Confirmation | 7. Certificate of Mailing |
| 3. Signature Confirmation | 8. Restricted Delivery |
| 4. Insured | 9. No special services |
| 5. COD | 10. Other (Specify on Answer Booklet page 14) |

More questions on back of page →

H. CLASS: Package / Mail Classification (OK to choose more than one)**USPS (United States Postal Service):**

1. First-Class (Package or Parcel) (up to 13 oz.)
2. Priority Mail
3. Express Mail/Priority Mail Express
4. Bound Printed Matter or BPM
5. Media Mail
6. USPS Retail Ground
7. Parcel Return Service

UPS:

8. UPS (Ground, 3 Day Select)
9. UPS Next Day Air
10. UPS 2nd Day Air

FedEx:

11. FedEx (Ground, Express Saver, SmartPost)
12. FedEx Overnight
13. FedEx 2Day

Other:

14. Other classification (*Specify on Answer Booklet page 14.*)
15. Package sent outside the U.S.

Magazines, Newspapers, or Other Periodicals Received



Periodicals do not have First-Class, Presorted Standard, Marketing Mail, or Nonprofit postage markings.

Record only if delivered by the U.S. Postal Service.

WRITE NUMBER CODES IN ANSWER BOOKLET INSTEAD OF CIRCLING YOUR ANSWERS HERE

A. TYPE: This periodical is...	<ol style="list-style-type: none"> Daily newspaper Weekly newspaper Other newspaper Weekly magazine 	<ol style="list-style-type: none"> Monthly magazine Other magazine Newsletter Other periodical (Specify on Answer Booklet page 16)
B. SENDER TYPE: Was the periodical from...	<ol style="list-style-type: none"> Union Religious organization Veterans' organization Charitable organization 	<ol style="list-style-type: none"> Educational organization Professional organization – someone in household is member Any other organization Any other publisher
C. SUBSCRIPTION: Type of subscription?	<ol style="list-style-type: none"> Paid - ordered by household member Free - ordered by household member Free - not ordered by household member 	<ol style="list-style-type: none"> Free - came with membership Gift subscription from a friend or relative Other subscription (Specify on Answer Booklet page 16)
D. ARRIVAL TIME: This periodical...	<ol style="list-style-type: none"> Arrived earlier than expected Arrived on day expected 	<ol style="list-style-type: none"> Arrived later than expected Was not expected to arrive on any special day
E. DELIVERY: This periodical...	<ol style="list-style-type: none"> Could arrive later and not cause difficulty/inconvenience Comes on the proper day and shouldn't come any later Doesn't have a regular delivery day 	<ol style="list-style-type: none"> Arrives so late that it causes difficulty/inconvenience Delivery date is not important Other delivery need (Specify on Answer Booklet page 16)

Unaddressed Mail Received



Unaddressed mail has no postage markings and no address information.

Packets of advertisements that are folded together are considered a single mail piece.

WRITE NUMBER CODES IN ANSWER BOOKLET INSTEAD OF CIRCLING YOUR ANSWERS HERE

A. CONTENTS: Did the mail piece contain...

1. Coupons from a single organization
2. Coupons from multiple organizations → **SKIP TO D**
3. Advertising from a single organization
4. Advertising from multiple organizations → **SKIP TO D**
5. Both coupons and advertising from a single organization
6. Both coupons and advertising from multiple organizations → **SKIP TO D**
7. Political materials
8. Product samples (with or without coupons)

B. SENDER TYPE: What type of industry did the mail piece come from?

Financial (including all types of credit cards):

1. Credit Card (from any bank, store, or company)
2. Bank / Savings & loan / Credit union / Loan company
3. Insurance company (medical, dental, life, auto, etc.)
4. Real estate / Mortgage
5. Investments (stock, mutual fund, retirement plan, etc.)
6. Other financial (Specify on Answer Booklet page 18)

Merchants:

7. Supermarket / Grocery store
8. Department / Discount store
9. Other store (electronics, shoes, clothes, hardware, drug store / pharmacy, etc.) (Specify store type on Answer Booklet page 18)
10. Mail order company (Lands End, Blair, L.L. Bean, etc.)
11. Restaurant (incl. fast food, pizza delivery, etc.)
12. Publisher (newspapers, books, magazines)
13. Auto dealership (not manufacturer or service department)
14. Individual seller (on eBay, Craigslist, or other online sales site)
15. Other merchants (Specify on Answer Booklet page 18)

Services:

16. Telephone / Cell / Cable / Satellite / Internet
17. Electric / Gas / Water / Utility company
18. Medical (doctor, dentist, hospital, not insurance company)

Services continued:

19. Other professional (lawyer, accountant, etc.)
20. DVD / Blu-ray / Video game rental company (Netflix, etc.)
21. Craftsman (plumber, carpenter, electrician, etc.)
22. Travel / Entertainment service (theater, hotel, airline, etc.)
23. Auto maintenance (oil change, mechanic, etc.)
24. Roadside assistance (AAA, etc.)
25. Other services (Specify on Answer Booklet page 18)

Manufacturers:

26. All manufacturers (makers of automobiles, computers, etc.)

Government:

27. Federal (Social Security, VA, IRS, Medicare, etc.)
28. State and Local (not a utility company)

Nonprofit / Charitable / Social / Political:

29. Educational (public & private schools, universities, etc.)
30. Political (campaign, political action committee, political party, etc.)
31. Union or professional organization
32. Church / Religious Organization
33. Veterans (VFW, American Legion, DAV, etc.)
34. Charity
35. AARP (for AARP insurance plans, record code 3)
36. Other nonprofit, etc. (Specify on Answer Booklet page 18)

C. FAMILIARITY: Was this mail piece from an organization someone in household...

1. Does or has done business with
2. Knows, but no one does business with
3. Organization no one in household knows

D. READING: Was the mail piece... (Write in one number only)

1. Read by a household member
2. Read by more than one household member
3. Looked at but not read by any household member
4. Discarded without being read
5. Set aside for reading later

E. REACTION: Would this mail piece be described as...

1. Useful information we like to receive
2. Interesting or enjoyable, but not useful
3. Neither interesting, enjoyable, nor useful
4. Objectionable or offensive



Appendix C2: Diary Package – Answer Booklet



4g

Answer Booklet for: **SUNDAY**

Use with the Question Booklet

**Please send us your mail pieces
with your completed Answer Booklets.**
(keep the contents of the mail piece
if it's something you need)

Thanks for your Help!

222891

Summary Page

Please print clearly as in the example below:

1 OR 20

Use a pen in black or blue ink
DO NOT USE PENCIL

Did not Receive or Send any Mail/Packages Today: → ☐

(If no mail received or sent, mark the box above with an "X." You are done for today.)

Mail RECEIVED Sunday: Total # Received

Record the total number of mail received above and then record for each mail type below.

- | | | |
|---|----------------------|---|
| 1. First-Class: | <input type="text"/> | Total # Received → GO TO PAGE 3 (PURPLE) |
| 2. Presorted Standard, or Marketing Mail: | <input type="text"/> | Total # Received → GO TO PAGE 7 (BLUE) |
| 3. Nonprofit Organization: | <input type="text"/> | Total # Received → GO TO PAGE 9 (GRAY) |
| 4. Packages & Expedited: | <input type="text"/> | Total # Received → GO TO PAGE 11 (GREEN) |
| 5. Magazines, Newspapers, or Other Periodicals: | <input type="text"/> | Total # Received → GO TO PAGE 15 (YELLOW) |
| 6. Unaddressed Mail: | <input type="text"/> | Total # Received → GO TO PAGE 17 (PINK) |

Mail SENT Sunday: Total # Sent

- | | | | |
|--------------------------|----------------------|--------------------------------------|-------------------------|
| Envelopes (First-Class): | <input type="text"/> | Total # Sent | } GO TO PAGE 5 (PURPLE) |
| Postcards (First-Class): | <input type="text"/> | Total # Sent | |
| Packages & Expedited: | <input type="text"/> | Total # Sent → GO TO PAGE 13 (GREEN) | |

- Total number of Bill Payments made today (include by Mail, Online, Automatic Deduction, etc.) :
- Total number of Bills Received today (include bills received by Mail and Online) :
- Total number of Statements Received today (include statements received by Mail and Online) :

Note: Credit Card Statements received should be counted under bills only

Sunday

999642

Page 1

Answer Sheet Example

Please print clearly as in the example:

1 OR 20

Use a pen in black or blue ink
DO NOT USE PENCIL

As an example, let's say you received four First-Class mail pieces on Monday. Mail Piece #1 is a First-Class postcard from a mail order company, and Mail Piece #2 is a personal letter.

1. Open the Question Booklet to purple page 3, First-Class / Presorted First-Class Mail Received.
2. For question A, your number code is either: 1 (envelope), 2 (postcard), 3 (flyer or catalog), or 4 (envelope larger than letter size) as shown on the question sheet.
3. Write a "2" for a postcard in the first column under Mail Piece #1 (see below).
4. Finish answering the remaining questions (B-J) about the postcard.
5. Answer the same questions about Mail Piece #2, the letter from a friend, on the same page in the column under Mail Piece #2, then continue to record Mail Pieces #3 and #4.

Mail Piece #1 Postcard Mail Piece #2 Personal Letter

Answer Sheet Purple

First-Class / Presorted First-Class Mail Received

Answer questions about each mail piece down the columns. There are columns for up to 12 pieces of mail.

Questions are in the Question Booklet.

	Mail Piece #1	Mail Piece #2	Mail Piece #3	Mail Piece #4	Mail Piece #5	Mail Piece #6	Mail Piece #7	Mail Piece #8	Mail Piece #9	Mail Piece #10	Mail Piece #11	Mail Piece #12
A. FORM	2	1	2	1	1							
B. ADDRESSEE	1	2	1	3	3							
C. RETURN ENVELOPE	3	3	3	2	3							
D. SENDER TYPE	10	32	16	1	27							
E. PURPOSE	9	4	9	7	6							
F. ADVERTISING				1	2							
G. READING	2		1	3								
H. REACTION	3		1	1								
I. RESPONSE	2		1	3								
J. CLASS	1	3	2	1	1	9						
K. OK to choose up to 4 codes. (See example on pg. 3)	4		5	4	4							

Monday 877714 Page 3

Sunday

777483

Page 2

First-Class / Presorted First-Class Mail Received

Answer questions about each mail piece down the columns.
There are columns for up to 12 pieces of mail.

Questions are
in the Question
Booklet.

	Mail Piece #1	Mail Piece #2	Mail Piece #3	Mail Piece #4	Mail Piece #5	Mail Piece #6	Mail Piece #7	Mail Piece #8	Mail Piece #9	Mail Piece #10	Mail Piece #11	Mail Piece #12
A. FORM												
B. ADDRESSEE												
C. RETURN ENVELOPE												
D. SENDER TYPE												
E. PURPOSE												
F. ADVERTISING												
G. READING												
H. REACTION												
I. RESPONSE												
J. CLASS OK to choose up to 4 codes. (See example on pg. 2)												

First-Class /Presorted First-Class Mail Received

Specify other answers and/or provide comments here

Mail Piece #	Question Letter	Specify Other Answers or Comments

Sunday

111485

Page 4

First-Class Mail Sent

Answer questions about each mail piece down the columns.
There are columns for up to 12 pieces of mail.

Questions are in the Question Booklet.	Mail piece #1	Mail piece #2	Mail piece #3	Mail piece #4	Mail piece #5	Mail piece #6	Mail piece #7	Mail piece #8	Mail piece #9	Mail piece #10	Mail piece #11	Mail piece #12
A. FORM												
B. ADDRESSEE TYPE												
C. PURPOSE												
D. AD RESPONSE												
E. AD MATERIAL												
F. RETURN ENVELOPE												
G. SPECIAL SVCS OK to choose up to 2 codes.												
H. PO BOX												
I. POSTAGE TYPE												

First-Class Mail Sent

Specify other answers and/or provide comments here

Mail Piece #	Question Letter	Specify Other Answers or Comments

Presorted Standard or Marketing Mail Received

Answer questions about each mail piece down the columns.
There are columns for up to 12 pieces of mail.

Questions are in the Question Booklet.

	Mail Piece #1	Mail Piece #2	Mail Piece #3	Mail Piece #4	Mail Piece #5	Mail Piece #6	Mail Piece #7	Mail Piece #8	Mail Piece #9	Mail Piece #10	Mail Piece #11	Mail Piece #12
A. ADDRESSEE												
B. FORM												
C. MULTIPLE												
D. SENDER TYPE												
E. FAMILIARITY												
F. RETURN ENVELOPE												
G. READING												
H. REACTION												
I. COUPONS												
J. PURPOSE												
K. RESPONSE												
L. CLASS OK to choose up to 4 codes. (See example on pg. 2)												

Presorted Standard or Marketing Mail Received

Specify other answers and/or provide comments here

Mail Piece #	Question Letter	Specify Other Answers or Comments

Nonprofit Organization Mail Received

Answer questions about each mail piece down the columns.
There are columns for up to 12 pieces of mail.

Questions are in the Question Booklet.

	Mail Piece #1	Mail Piece #2	Mail Piece #3	Mail Piece #4	Mail Piece #5	Mail Piece #6	Mail Piece #7	Mail Piece #8	Mail Piece #9	Mail Piece #10	Mail Piece #11	Mail Piece #12
A. ADDRESSEE												
B. FORM												
C. MULTIPLE												
D. SENDER TYPE												
E. FAMILIARITY												
F. RETURN ENVELOPE												
G. READING												
H. REACTION												
I. COUPONS												
J. PURPOSE												
K. RESPONSE												
L. CLASS OK to choose up to 4 codes. (See example on pg. 2)												

Nonprofit Organization Mail Received

Specify other answers and/or provide comments here

Mail Piece #	Question Letter	Specify Other Answers or Comments

Packages & Expedited Materials Received

Answer questions about each mail piece down the columns.
There are columns for up to 12 packages.

Questions are
in the Question
Booklet.

	Mail Piece #1	Mail Piece #2	Mail Piece #3	Mail Piece #4	Mail Piece #5	Mail Piece #6	Mail Piece #7	Mail Piece #8	Mail Piece #9	Mail Piece #10	Mail Piece #11	Mail Piece #12
A. FORM												
B. ADDRESSEE												
C. CONTENTS OK to choose up to 4 codes. (See example on pg. 2)												
D. SENDER TYPE												
E. WHO ORDERED												
E2. HOW ORDERED												
F. AD RESPONSE												
G. RETURN ENVELOPE												
H. ADVERTISING												
I. READING												
J. REACTION												
K. RESPONSE												
L. SPECIAL SVCS OK to choose up to 2 codes.												
M. SHIP & DELIV OK to choose up to 2 codes.												
N. CLASS OK to choose up to 4 codes. (See example on pg. 2)												

Sunday

884751

Page 11

Packages & Expedited Materials Received

Specify other answers and/or provide comments here

Mail Piece #	Question Letter	Specify Other Answers or Comments

Packages & Expedited Materials Sent

Answer questions about each mail piece down the columns.

There are columns for up to 12 pieces of mail.

Questions are in the Question Booklet.

	Mail piece #1	Mail piece #2	Mail piece #3	Mail piece #4	Mail piece #5	Mail piece #6	Mail piece #7	Mail piece #8	Mail piece #9	Mail piece #10	Mail piece #11	Mail piece #12
A. FORM												
B. CONTENTS OK to choose up to 4 codes. (See example on pg. 2)												
C. ADDRESSEETYPE												
D. AD RESPONSE												
E. AD MATERIAL												
F. DISTANCE												
G. REASON												
H. SPECIAL SVCS OK to choose up to 2 codes.												
I. CLASS OK to choose up to 4 codes. (See example on pg. 2)												

Packages & Expedited Materials Sent

Specify other answers and/or provide comments here

Mail Piece #	Question Letter	Specify Other Answers or Comments

Magazines, Newspapers, or Other Periodicals Received

Answer questions about each mail piece down the columns.
There are columns for up to 12 pieces of mail.

Questions are
in the Question
Booklet.

	Mail piece #1	Mail piece #2	Mail piece #3	Mail piece #4	Mail piece #5	Mail piece #6	Mail piece #7	Mail piece #8	Mail piece #9	Mail piece #10	Mail piece #11	Mail piece #12
A. TYPE												
B. SENDER TYPE												
C. SUBSCRIPTION												
D. ARRIVAL TIME												
E. DELIVERY												

Magazines, Newspapers, or Other Periodicals Received

Specify other answers and/or provide comments here

Mail Piece #	Question Letter	Specify Other Answers or Comments

Unaddressed Mail Received

Answer questions about each mail piece down the columns.
There are columns for up to 12 pieces of mail.

Questions are in the Question Booklet.

	Mail Piece #1	Mail Piece #2	Mail Piece #3	Mail Piece #4	Mail Piece #5	Mail Piece #6	Mail Piece #7	Mail Piece #8	Mail Piece #9	Mail Piece #10	Mail Piece #11	Mail Piece #12
A. CONTENTS												
B. SENDER TYPE												
C. FAMILIARITY												
D. READING												
E. REACTION												

Unaddressed Mail Received

Specify other answers and/or provide comments here

Mail Piece #	Question Letter	Specify Other Answers or Comments



Appendix C2: Diary Package – Diary Envelope



5a

MONDAY

Insert your Mail Pieces and completed Answer Booklet for Monday in this envelope.

At the end of your recording week, please send all your Daily envelopes *(with the completed Answer Booklets and Mail Pieces in each)*, in the postage-paid Priority Mail envelope provided.

Thanks for your Help!



Appendix C2: Diary Package – Gift Selection Forms

Gift Selection Form for households eligible for the additional \$10 incentive.



Gift Selection Form

6

In appreciation for your participation, choose **ONE** of the following gifts*:

- ☐ **Forty dollars**
☐ **100 First-Class stamps**

* Please allow 10-12 weeks for processing

Make any changes to your name and address below (please print clearly):

Households eligible for the additional incentive, please select one:

- ☐ Wal-Mart
☐ Amazon.com

«SAMPN»-«ASSIGN»

«FIRSTNAME» «LASTNAME»
«ADDRESS»
«CITY», «STATE» «ZIP»

Name

Street number

Street name (include apt. or unit #)

City, State, and Zip

() -

Telephone number

Mail this form back with your Mail Pieces and completed Answer Booklets!

Gift Selection Form for all other households.



Gift Selection Form

6

In appreciation for your participation, choose **ONE** of the following gifts*:

- ☐ **Forty dollars**
- ☐ **100 First-Class stamps**

* Please allow 10-12 weeks for processing

Make any changes to your name and address below (please print clearly):

«SAMPN»-«ASSIGN»

«FIRSTNAME» «LASTNAME»

«ADDRESS»

«CITY», «STATE» «ZIP»

Name

Street number Street name (include apt. or unit #)

City, State, and Zip

() -

Telephone number

Mail this form back with your Mail Pieces and completed Answer Booklets!



Appendix C2: Diary Package – “I’m Done...” Card

I'm done, what do I send back? 7

- 1 Completed **Answer Booklets & Mail Pieces** for each day in the corresponding Daily envelope.



Mail Pieces



Answer Booklets



Daily Envelopes

- 2 **Gift Selection form** with your choice of gift selected.



- 3 Place Daily envelopes and Gift Form in the **postage-paid Priority Mail envelope**. Drop in any public U.S. Postal Service mail box or at your local post office.

